The Hollywood Daily Reporter

Vol. I, No. 1 — TODAY'S FILM NEWS TODAY — Wednesday, Sept. 3, 1930

INDIE REVOLUTION

TRADEVIEWS

by W. R. Wilkerson

Here it is—we've been talking about it for weeks. What do you think of it? Going to give you all the news each day of the week. Not Hollywood chatter, but the news of the entire industry. On Saturdays (with the exception of Sept. 6th and 13th) the weekly takes the place of the daily. It will be an exhibitor proposition out and out. Unbiased reviews, plenty of exploitation, news and reports on equipment . . . everything to help the theatre owner and manager. If you like it tell us . . . and if you don't tell us. We want to know how it hits you.

•

Retrenchment in every corner seems to be the order of the day. Every studio affected. Theatre chains in a panic trying to make ends meet. Bankers yelling for a cut. Everyone gives a different answer. Terrific heat. Unemployment. Tom Thumb Golf. There is only one real answer. Poor pictures. Spot any house with a good attraction and you will not hear any excuses. Sound came too fast. The money rolling in caused producers to think they had the right formula. Wasn't so. That was curiosity money.

•

They are still saying that Franklin will go to New York to stay. We think if H. B. has his own say he will stay parked in L. A. Wouldn't you if your last year's check ran to better than $300,000 and were sitting back of the best theatre organization in the land? Why bring on new grief?

•

That old percentage thing is here. Exhibitors are squawking. Not about the percentage but the percentage with a guarantee. They're asking if they want percentage why not make it just that and not rope them with a guarantee along with it.

•

The word is around that Harry Sherman has a great picture in "Today." Bill Nigh directed it and it is one of those rare things—an independent production.

•

The boys say there will be another squad given the air at the Fox studios in a day or two.

Schlessinger Backing Combination to Produce Features and Shorts with Guaranteed World Outlet

(Exclusive)

M. A. Schlessinger, the most powerful single individual in the motion picture industry who recently won the sound patent suit against Western Electric; owner of the DeForrest patents for sound; with his brother "I. W.", controlling more theatres throughout the world than any other individual; head of the so-called South African Trust; producer and distributor of pictures throughout Europe, Asia, Australia and South Africa, tossed his hat in the ring of production and distribution of pictures in America on his arrival in Hollywood last week, thereby causing almost a revolution.

Schlessinger has called together every important independent maker of pictures and unfurled a plan for the production and distribution of pictures that has left the indie producers

(Continued on Page 7)

PARAMOUNT ENTERS PHILA

Philadelphia—Paramount - Publix took the first step yesterday in what may prove to be a major contest with the Warner interests, when it entered the Philadelphia territory with the acquisition of the local B. F. Keith house.

The theatre is to be operated on a de luxe first-run policy, in direct opposition to the Stanley-Warner house. Warners have previously been in complete control of the Philadelphia field, with Paramount-Publix following a hands-off course.

The B. F. Keith house has been obtained on a year's lease.

Hungary Kills Kontingent

Prague — Hungary is stepping away from forms and customs of other Central European nations by doing away with its kontingent altogether and reducing duties.

The new rates are $375 for import certificates for sound films of more than 1500 metres and $157 for short films of less than 400 metres. There will be a supplementary charge of .07 per metre on sound films in addition to the above.

Milestone To Join Columbia

Lewis Milestone's next directorial effort will carry the Columbia label.

"Millie" has come to an understanding with the Columbia crowd after waiting months for Universal to take up their verbal option on his services for another after "All Quiet on the Western Front."

What, No Valets?

When informed that one of the big movie studios had fired eight of ten page boys, a Hollywood wit was moved to observe that henceforth the execs would have to take off their own hats and coats in the morning.

PAPERS TO BAN FILM PUBLICITY

Starting January 1, 1931, something like eight thousand newspapers throughout the country will ban movie press copy, or else charge for it by the line, if producers want it printed.

The N. E. A. has already voted to ban all free press matter. The Massachusetts Press Association has followed suit, and the edict affects all advertising agencies as well as movie space grabbers.

The News Associations contend that entirely too much gratis space has been given away, and further that enough publicity is sent via mail from Hollywood every week to fill the columns of all the papers in the associations.

Big Three "Muscles In" With Old Percentage Gag

The big producing and releasing companies are finally to crash theatres with a percentage proposition for the exhibition of their product.

For years every argument on the sale of a picture finally reached the stage where the film salesman chimed in, "Will you play percentage?" and with that remark the exhibitor closed his desk for the night and bid the salesmen goodby. But if they are to run the product of the big three, Metro, Paramount and Fox, the coming year, they will have to play at least ten pictures on a percentage that will net the producer 25 percent.

The new contract from Metro, Paramount and Fox contains a clause for a flat percentage of 25 percent of the gross taken in by the house plus a minimum guarantee on at least ten pictures.

Grainger Here Today

James R. Grainger, in charge of sales for Fox, arrives in Hollywood today from New York to look over Coast production. Grainger expects to stay in California two weeks before returning to the East.

Harley Clark Sees General Improvement

Showing assets of $30,444,121 and liabilities of $12,229,245, Fox Film's current report for June denotes a general financial improvement for the company, it is announced by President Harley L. Clarke.

In December, 1929, the current assets were $23,408,565.

AL ROSEN Placed JACK OAKIE With Paramount

And he is still under his management

THE Hollywood DAILY REPORTER

W. R. WILKERSON — Editor and Publisher

Executive and Editorial offices 1606 North Highland Ave. Hollywood California Telephone HOllywood 4741
New York office No. 58 West 45th Street Walter K. Hill Eastern Editor
Executive Staff: Larry Urbach General Manager Harvey Gausman Advertising Manager Mike Molony News Editor
London office 80 Wardour St. Paris office 40 Rue Vignon Berlin office 83 84 Mauerstrasser

Entered as third class matter at the Los Angeles Post office

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation

Subscription rates including postage per year United States and Canada $10.00 Foreign $15.00 single copies 5c

THE LOWDOWN

A well-known Hollywood leading man of Spanish extraction recently went abroad on an extended trip through Europe, accompanied by his valet, a pal of leaner days when $7.50 a day in the Hollywood studios was a lot of dough.

This aide-de-camp had never rated more than $10 a day as an extra, but when he got to Spain he and his boss connived to get him in a Spanish studio as a director. There he made several short reelers.

Whereupon a promotion manager went out and sold the embryo director to one of the big American film companies as a new find.

After a contract, at a handsome salary, was safely tucked away, somebody wised up the American producers as to the real identity of the fellow. However, the company is satisfied with its bargain, for, it is said, the stuff the young man turned out in the Spanish studios is very good.

•

Hollywood is the town of clever rackets. Over at the Carthay Circle the other night where "Holiday" opened, a nervous guy kept ducking in and out of a little booth set up in the lobby.

Then came the cry, "Thar She Comes!" as dainty Gloria did the light fantastic up the foyer. "Won't You Say Just A Few Words To Your Airfans," said the announcer.

Then Miss Swanson started in the theatre, a fellow took her arm, and before she knew what it was all about was in the little booth, being photographed and talking to Peggy Hamilton, on the latest fashions and describing her gowns—costing plenty in Paris, for a single reel short that is sold exhibitors as Station S-T-A-R Announcing.

•

A process converting elastic checks into the hard rubber variety, with no bounce to them, has been invented for reniging sportsmen making yip-yip at Agua Caliente.

The new system works so fast that the casher of the check doesn't leave Caliente before it is found whether he really has some money, or has just been doing a little foreign paper hanging. The checks are taken to San Diego, where connection is made with the bank on which the draft is written, and order made to hold funds for it, if the account will stand it.

If the paper is one of the type which would come back marked "no account" or "insufficient funds" the optomist who passed it is held in Mexico to explain all.

•

Operators Out For Roosevelt

New York Local No. 306 of the Operators Union, under the guidance of its's president, Sam Kaplan, have decided to stick their nose into the local political situation at the Unions expense.

The operators are out to elect Roosevelt for a second term as Governor of New York State and to accomplish this they are putting out eight portable trucks capable of showing sound pictures, from which political films of Roosevelt will be projected and exhibited in all the public squares and by-ways in prominent cities of the State.

The Union is having some trouble in securing sound attachments for the Kaplan Sure-Fit projection head.

•

Schuberts to Attempt Talkie Production

New York.—After trying to crash every production organization in the business without any success, the Schuberts are now figuring on the production of a series of talkies for release in Schubert houses and the independent houses throughout the country.

This organization probably has more story material than any other in the business. "Ladies All," current New York stage play and "Stay Overnight" are supposed to be the first two Schubert talkies to be made.

Elmer Harris will be associated with the Schuberts.

•

Publix Builds Against R K O

Cincinnati.—Paramount Publix decision to open a 2,100 seat house here is said to be a spite gesture against R-K-O, because of the latter's interference in the proposed Paramount-Libson deal. Work has already been started on the new house, to be known as the Paramount. Cost to be $225,000.

Rumor has it that Paramount got particularly wild-eyed over the R-K-O grab of the Lisbon circuit, when sale had nearly been arranged.

•

"U" Sells in Block

New York.—At a meeting of the sales cabinet of Universal it was decided to sell "U's" 20 pictures in a single block.

Lasky Lauds Opening of Foreign Version House

"Far different from any premiere I have ever attended is this opening," commented Jesse Lasky on the initial program presentation of the International California Theatre in Los Angeles Friday, August 29. "There has been no opening that can match its certain far reaching effects."

The International, devoted to talking pictures in foreign languages, opened to an audience including members of the consular and diplomatic corps of Spain, Mexico, and Central and South American countries, and business and social leaders of Los Angeles and the Hollywood film colony.

Program will be changed every Friday, it is announced by Fred Miller, manager of the house. Spanish talkies will be played for the next two weeks.

•

R K O Acquires Many Theatres

Several theatres are newly under the control of R K-O as the result of deals finished this week. Included are several established houses, and some newly opened ones. The Downtown, in Detroit, rates in the latter class, as do houses in Rahway, Lyndhurst and Irvington, N. J. are also listed for R. K-O operation.

Other houses taken over include the Capitol, at Atlanta, Lisbon Theatres in Cincinnati, Columbus, and Dayton, O., the Interstate Circuit at Dallas, San Antonio, Houston, Little Rock, Fort Worth, and Birmingham, R-K-O Palace and R-K-O at Toledo, R-K-O at Dobbs Ferry.

•

Durant and Fox

New York.—Wall Street hears that Durant is definitely behind Fox and Loews, working both stocks and a big move in them is expected soon.

WELCOME
Hollywood Daily Reporter
A Good Idea Properly Executed Must Be Successful
MEYER SYNCHRONIZING SERVICE
METROPOLITAN STUDIO HOLLYWOOD

Duck & Goose Club
12 Miles West of Delano on Cemetery Road
Surrounded by Gun Club, 80 Acres, 12 Tanks, Clubhouse, Caretaker. Limited to 12 men. $150 per Season.
Only Real Men Considered . . Shooting Sunday and Wednesday . . will be on Ground Saturday and Sunday.
B. F. BLINN
988 South Fedora Street
Los Angeles
DRexel 0473

Niblo to Fox

Fred Niblo, long an ace director with M-G-M, is scheduled to join up with Fox, according to Boulevard rumor.

•

Suits Filed For Film Holdover

Milwaukee.—Suits alleging many violations of film holdover rules, bicycling, and film contract breaches are pending here. Charles G. Bauman, operator of the State at Oshkosh, has three filed against him. Pathe charges Bauman with 15 violations, Universal two, and R-K-O one.

Accounting of profits resulting from holdover are asked in the complaints. Copyright laws provide for a fine of $250 for each violation, and court costs.

•

Canada to Start Probe on Merger Activity

Ottawa, Canada.—Premier R. B. Bennett plans to continue action for probe on the recent purchase of Famous Players Canadian Corp. by Paramount. F. A. McGregor, registrar, reports he has assembled data on the matter, with complaint being that a combine has been formed in restraint of fair competition.

•

RKO Sues Exhib

Norwood, Mass.—Alleging that it has been unable to collect $3,825 on film contract, R-K-O has filed petition for bankruptcy against the Premier Theatre Co. of this city.

DICK POLIMER Agency

DAVID BROEKMAN
ANTHONY BUSHELL
JACK CARLYLE
JOHN DARROW
EDDIE GRIBBON
FRANKLIN PARKER
JOHN ST. POLIS
JACK WHITE
NANCY DREXEL
ZELMA O'NEAL
DOLORES SALAZAR
RUTH TAFT

TAFT BUILDING
HOLLYWOOD, CAL.
GLadstone 6139

The Bye Bye

Hollywood in general was shocked to hear that Howard Hughes and Sid Grauman had parted company shortly after Hughes' arrival in New York.

The lowdown on the situation is that Hughes was all burned up to find that Grauman had already grabbed all the publicity plums for himself in Gotham long before Howard's entry. And this young Hughes fellow simply adores publicity.

Lab Employees May Walkout

Threat of a strike of film laboratory workers, and the consequent tieup of local film developing and printing is impending, according to labor leaders representing the lab men. More pay and fewer hours constitute the platform on which the men will go to bat, probably within the next two weeks.

In the event of a strike, and a walkout anywhere nearly unanimous it is forecast that production losses sustained by producing firms will be tremendous. According to present lineup attempt is to be made to make the lab employees a hundred percent union in various units of the trade.

Local laboratories which might be effected by the strike threat are Consolidated Film Laboratories Inc., Associated Laboratories Ltd., Davidge Laboratory, Horsely Laboratory, and Technicolor.

About 3,000 are employed in the shops of these concerns.

•

Spanish Without a Razz

Havana—The second all Spanish talkie starring Jose Bohr by Sono Art had its premiere here last week at the Teatro Campoamor, and was received without the usual Latin-American razz.

•

Swanson at Rialto

New York—Gloria Swanson's latest "What a Widow!" is scheduled to open late in September at the Rialto here.

Tacoma Battles Trade Union

Tacoma, Wash.—Until the trade unions submit more suitable terms, this city will be without Radio-Keith-Orpheum vaudeville.

That was the announcement today of John R. Rogers, manager of the Tacoma R-K-O unit. The house has been closed to vaudeville for the past six weeks.

"When the unions offer suitable terms, then the theatre will be able to offer stage programs and show a reasonable profit. Until then, we will continue showing photoplays only," Rogers said.

Hailing screen plays as being included in their "Greater Entertainment Era" the R-K-O house has been making recent advances in business.

•

"Duce" Plans To Control Films

Torino, Italy—Mussolini is taking the production and exhibition of pictures very serious in so far as Italy is concerned. He plans to turn these affairs of his country into a trust. All theatres are to be merged and operated under policies set by the Central Authority. Production will be handled in the same manner. Salaries and expenses will be determined by Primo himself behind the skirts of Signor Pittaluga, leading motion picture owner and producer.

The starting date of Mussolini's regime as a big film baron has not been announced, but it is believed it will commence this year.

An Expression of Confidence in Larry Urbach and The Hollywood Daily Reporter.

MARK SANDRICH

Director R K O Studios

GOOD WISHES FROM

REBECCA AND SILTON

HOLLYWOOD

FINIS FOX

SCREEN AUTHOR OF THE SILENT

"RESURRECTION"

HAS JUST COMPLETED THE SCREEN PLAY AND DIALOGUE FOR THE NEW VERSION

Fanchon & Marco IDEAS

• Backed by the creative genius of the world's foremost production staff . . an organization that makes the ultimate in a nation's choice of stage fare . . a roster that includes **FANCHON**, Production Head, **Larry Ceballos, Le Roy Prinz, Sammy Lee** and **Gae Foster** . . four of the most outstanding figures in the theatrical producing world . . with **MARCO**, the Director General.

Termed the world's finest entertainment, with talent featuring the most famous artists of the living stage, Fanchon & Marco Ideas are presented in over sixty cities in practically every state of the Nation!

High Hat Dialogue Not So Hot With Community Showhouses

New York —Too much conversational swank and not enough of the American language "as she is spoken" now rates as one of the greatest talkie hangovers, according to box office reports and insisted demand for a change being received from small town and neighborhood houses by producing and exhibiting organizations. This grief theme is coming in steadily from houses out of the "class" district, with the patrons rebelling against the steady flow of super-sophisticated chatter and the broad English accentuations which form a practically foreign tongue.

Many of the pictures, subconsciously produced with the smart metropolitan sets in mind as patrons, fail to click when taken to the neighborhood houses, due to the lack of common speech grounds. Extensive use of the Oxford and like accents has also been found to be a source of public hostility, due to the fact that it arouses in some an impression of the supercilious while others consider it a garbled speech, and simply can't understand it.

The big payoff seems to be that the cash customers demand productions couched in their own language, with the same stresses and intonations that might be found on the series of Main Streets stretching across the country, with only small shots of the snooty lines and Piccadilly tone blends.

•

Three Houses Rate In Berlin

Three Berlin theatres are getting the big play from the city amusement seekers, with a French production at the Mozartsaal, "Sous Les Toits de Paris," rating as the greatest box office attraction. A four day advance sell out has been the regular thing during this run.

At the Gloria Palast, the "Affaire Dreyfus" is drawing a crowd and favorable comment from the critics and seems set for a good run.

The Capitol is showing "Die Gross Sehnsucht" which has drawn consistently well at the box office, and has rated some "raves."

Indie Revolution

(Continued from Page 1)

running around in circles since the announcement.

From inside sources of unquestioned authority this is the Schlessinger plan:

He will immediately issue recording license FREE OF CHARGE to a selected list of independent producers for the use of DeForrest equipment in the recording of pictures in their studio. This arrangement to operate until a company can be formed to take over the licensing of all independent producers desiring to join this movement. The company will have equal voice with Schlessinger as to the amount of royalties to be paid into the company for the recording of future pictures. Of the royalty money paid in, 50 percent will be returned to the producer members in form of profit up to their individual participation and royalty fees paid in, and the other 50 percent going to Schlessinger, who will form a finance company to loan the producers money for production activity, at bank interest.

Small Royalty

The royalty to be charged each licensee will be considered below the amount Western Electric and R-C-A have been exacting from producers desiring to use their equipments, and the amount, as stated above, will be determined by the producers themselves and Schlessinger, both having an equal voice. In case of a disagreement, a third party will be brought in, as selected by joint parties, to make the decesion. This in addition to giving them the protection of the DeForrest patents for sound.

Distribution

Exchanges will be opened in every key center in teh United States with offices in foreign countries, to handle the output of this combination of independent producers, who will, in turn, contact the 14,000 or more indie exhibitors throughout the U. S. and Canada, together with the theatre owners of other parts of the world for franchises on a basis originally used by First National when it was formed—that is, placing an exhibition value on the production from actual production costs plus a fair percentage of profit for the producer.

Time Ripe

Never in the history of the picture industry have the independent producers, distributors and exhibitors found themselves in such a spot as exists today. The cost of making sound pictures with all the royalties stuck on the enormous licensing fees and the lack of a combination with sufficient money to put through a plan that would permit them to see a penny profit. The producers have been stopped, the exchanges with no product have nothing to sell, the exhibitor, slowly but surely being put out of business by protection clauses, zoning restrictions, excessive rentals and the lack of everything that made a few dollars for him in the old silent days.

EFFICENCY

They tell one on the studio that fired the wardrobe department cop.

After he was canned, several valuable costumes were stolen.

A check-up by the auditor showed that the loss on the costumes was more than the cop's salary would have been over a period of many weeks.

Glazer Leave for N. Y.

Barney Glazer, well known scenarist, leaves Hollywood today for New York. He will supervise rehearsals for "On The Loose," the play in which Colleen Moore makes her stage debut, and for which Mr. Glazer did the adaptation.

"Rest In Peace" For Color Film

Exhibitors throughout the country have written "finis" on the picture with color photography. Their patrons were walking away from the theatres in droves.

And the color manufacturers, are for the most part, holding the bag, what with expensive laboratories and a lot of dough sunk in cameras, etc., etc.

Technicolor had things their own way last year with every producer in the business begging for color. They have plenty of contracts this year, but it is rumored that most producers under contract are taking an easy way out by paying $25,000 to Technicolor for each picture contracted for color and charging it up to production costs.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

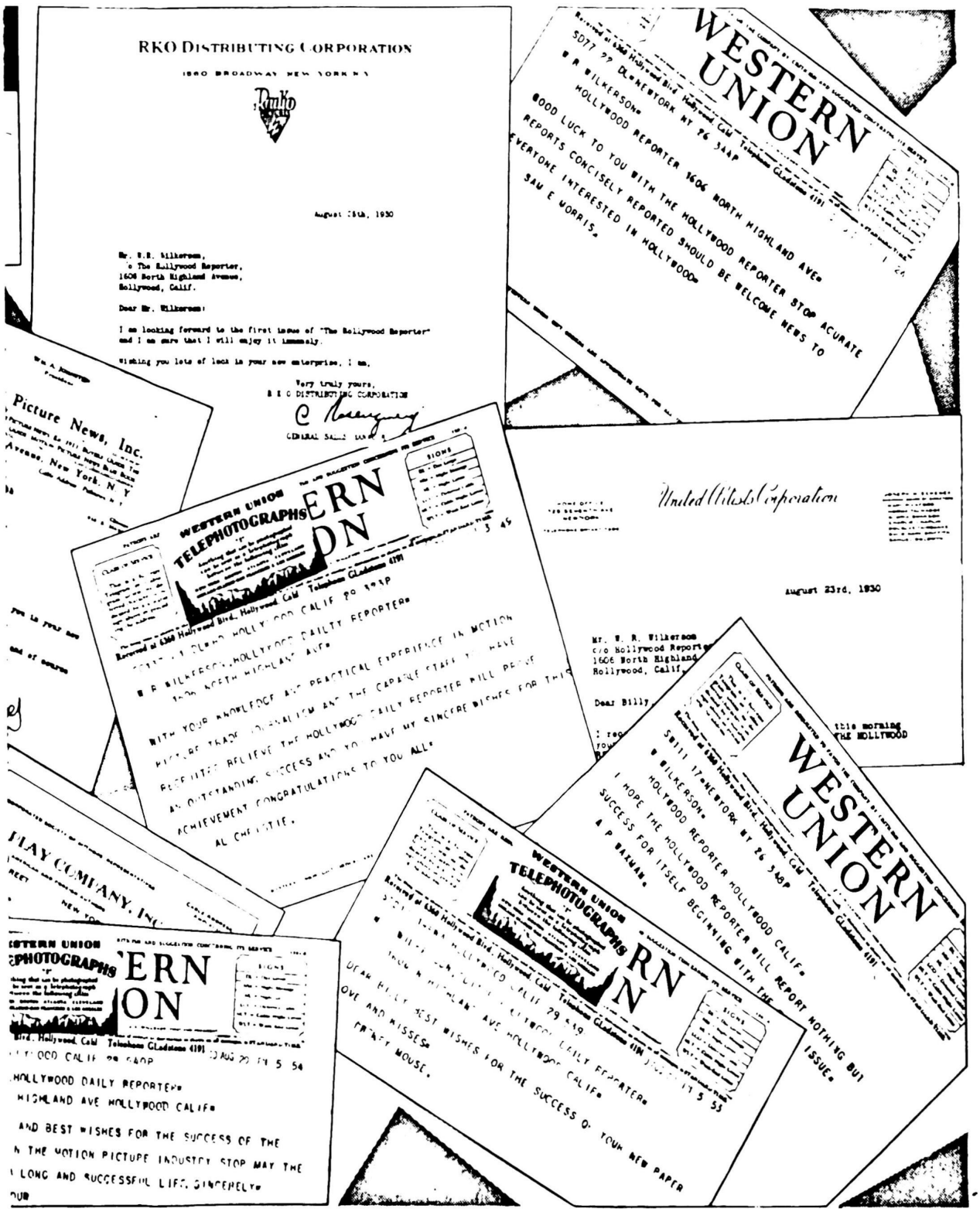
THE HOLLYWOOD REPORTER
1006 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF. With Your Check

Name _____
Address _____
City _____
Occupation _____

BEST WISHES FOR CONTINUED SUCCESS

RUTH COLLIER, INC.

nselves . . . AND HOW



RKO DISTRIBUTING CORPORATION

1560 BROADWAY NEW YORK N Y

August 15th, 1930

Mr. W.R. Wilkerson,
c/o The Hollywood Reporter,
1606 North Highland Avenue,
Hollywood, Calif.

Dear Mr. Wilkerson:

I am looking forward to the first issue of "The Hollywood Reporter" and I am sure that I will enjoy it immensely.

Wishing you lots of luck in your new enterprise, I am,

Very truly yours,
R K O DISTRIBUTING CORPORATION

GENERAL SALES MANAGER

WESTERN UNION

W R WILKERSON
HOLLYWOOD REPORTER 1606 NORTH HIGHLAND AVE

GOOD LUCK TO YOU WITH THE HOLLYWOOD REPORTER STOP ACURATE REPORTS CONCISELY REPORTED SHOULD BE WELCOME NEWS TO EVERYONE INTERESTED IN HOLLYWOOD

SAM E MORRIS

Picture News, Inc.

WESTERN UNION TELEPHOTOGRAPHS

W R WILKERSON HOLLYWOOD DAILY REPORTER

WITH YOUR KNOWLEDGE AND PRACTICAL EXPERIENCE IN MOTION PICTURE TRADE JOURNALISM AND THE CAPABLE STAFF YOU HAVE RECRUITED I BELIEVE THE HOLLYWOOD DAILY REPORTER WILL PROVE AN OUTSTANDING SUCCESS AND TO MAKE MY SINCERE WISHES FOR THIS ACHIEVEMENT CONGRATULATIONS TO YOU ALL

AL CHRISTIE

United Artists Corporation

August 23rd, 1930

Mr. W. R. Wilkerson
c/o Hollywood Reporter
1606 North Highland
Hollywood, Calif.

Dear Billy

this morning THE HOLLYWOOD

WESTERN UNION

W WILKERSON
HOLLYWOOD REPORTER HOLLYWOOD CALIF

I HOPE THE HOLLYWOOD REPORTER WILL REPORT NOTHING BUT SUCCESS FOR ITSELF BEGINNING WITH THE

A P BARNUM

ISSUE.

JLAY COMPANY, INC.

WESTERN UNION TELEPHOTOGRAPHS

HOLLYWOOD DAILY REPORTER

HIGHLAND AVE HOLLYWOOD CALIF

AND BEST WISHES FOR THE SUCCESS OF THE

N THE MOTION PICTURE INDUSTRY STOP MAY THE

LONG AND SUCCESSFUL LIFE SINCERELY

OUR

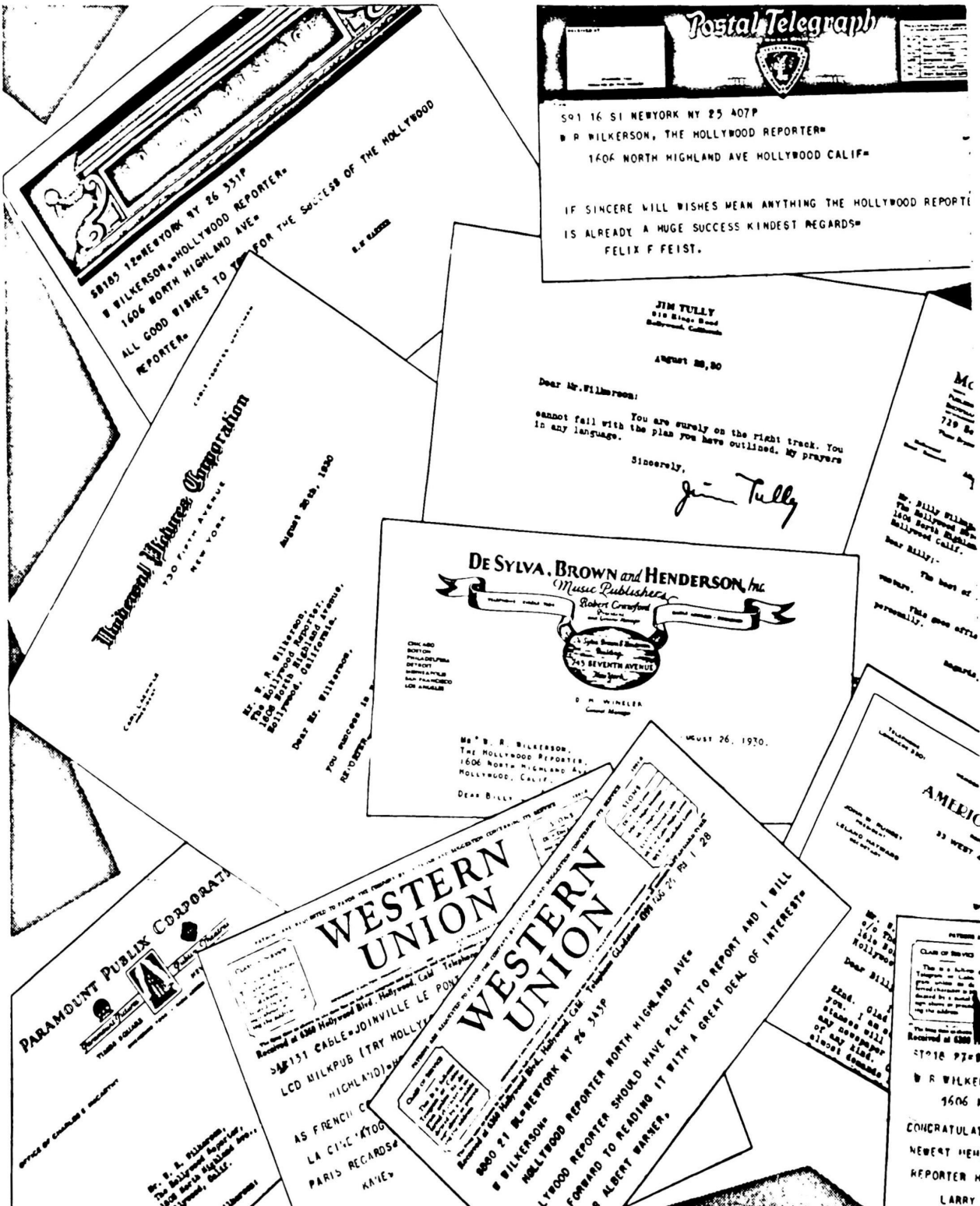
WESTERN UNION TELEPHOTOGRAPHS

MOUSE.

FRIENDLY

AND BEST WISHES FOR THE SUCCESS OF YOUR NEW PAPER

THEY SPEAK For The



Best Wishes

to

Bill Wilkerson

and

Success

to

The Hollywood Reporter

from

WESLEY RUGGLES

Now Directing "*Cimarron*" for RKO

THE Hollywood DAILY REPORTER

Vol. 1, No. 2 Price 5c TODAY'S FILM NEWS TODAY Thursday, September 4, 1930

BUSINESS BETTER

TRADEVIEWS

by W. R. Wilkerson

New York is all excited at the announcement that Lubitsch and Turnbull, Bow and Chatterton are coming to the Astoria Studio to make pictures. They see in this move a disintegration from Hollywood of important players and directors and feel that Hollywood will be in No. 2 spot.

"Nothing like it." Lasky has come to the realization that it is a wonderful thing to alternate his players and directors. New faces, new people, new environments and what not will keep them out of the rut generally experienced with a too long stay in Hollywood.

•

Labor situations throughout the country are still tough but theatre owners seem to be having an easier time this year. Paramount is fastly maintaining a pace on the New York stock market that will give it the title of the U. S. Steel of the picture business. And don't pass up Fox for a buy, particularly with the knowledge that Durant is handling the pool. Chaplin and Lloyd are in a race for the release of their pictures. Why? I can't answer. There seems no necessity. Both of them will do plenty, any box office anywhere day and date. These zoning arrangements throughout the country are causing plenty of arguments all around. No suggestion is right with any two exhibitors on protections. There are still a lot of silent pictures doing big business in foreign countries. And with American talkies playing the same towns. This might be old to you.

A director told me yesterday he was making retakes to suit a production for the shelf.

•

The Rainbow Theatre is opening in Los Angeles Saturday night. Exhibitor is advertising his DeForrest sound equipment — Sound that sounds like sound should sound.

M-G-M is having its hands full with the production of "New Moon," the latest Tibbett picture. One snag after another. Sometimes that's the kind that clicks best. Looks as if all the theatre buying among the big boys has slowed down to a walk.

Good Pictures Plus Weather Break Pulling Crowds in Houses MGM Leads with Trio

Individual hit attractions of the past week go to Fox with "Common Clay" and Pathe with "Holiday." Both of these babies are clicking in great style in every house shown and are playing holdovers in 80% of the houses.

After the above two M-G-M hops in with "Let Us Be Gay," "Blushing Brides" and "Call of the Flesh," all three turning them away.

Paramount is stepping fast with "Animal Crackers" and "Anybody's Woman." No question that they will both develop into smash attractions.

First National is doing heavy business for the exhibs with "Dawn Patrol."

•

"COURT" SMITH LEAVES FOX

Courtland Smith has resigned his executive position with Fox Film Corp. to join the Trans-Lux Movies, an organization furnishing a visual graph for stock brokers' offices.

Up until last December Smith headed Fox Movietone Newsreel, which he helped to form. After a clash with Fox he was given the gate but was reinstated by Harley Clark.

The Last Make-up

Symbolizing the greatest of individual film artistry, a battered little box may soon be placed to its deserved shrine, a niche in the Smithsonian Institute.

The little coffer, an old tool kit converted to other uses, is to be offered to the Institute by M-G-M officials who wish to honor one who has donned his last grease paint for them.

It is the makeup box of Lon Chaney.

HINT AT WARNER MUSIC COMBINE

San Francisco — The San Francisco office of De Sylva, Brown and Henderson has been closed and Ben Berman placed in entire charge of the West Coast of this organization with offices in the Majestic Theatre Building, Los Angeles.

There has been some talk that the Warners would amalgamate their various music organizations insofar as distributing offices were concerned. This would take in Remick, Harmes, Famous, Whitmarck and De Sylva, Brown and Henderson.

BERNARD SHAW AS SUPERVISOR

Empowered to personally supervise every detail of production, George Bernard Shaw is preparing for the filming of one of his plays, "How He Lied to Her Husband," in conjunction with the staff of British International Pictures, Ltd. The Irish dramatist's play will be done in two languages, English and German, and promises to be a record breaker in expensiveness for distributors because of the "gold dig" made by the author for royalty. Shaw's recent "About Face" from the legitimate stage to the screen, was the year's big surprise.

•

Kaufmans In Court

Albert Kaufman, Paramount executive and brother-in-law of Adolph Zukor, has been named defendant in a suit for divorce preferred by Mrs. Rita Krone Kaufman. Mrs. Kaufman charges desertion in her complaint.

Custody of a son, Albert Jr., is asked by the complainant. The couple married in Washington, D. C., in 1918.

Property settlement was made out of court.

Big Week In L. A. Houses "Call of Flesh" Leads

Business in the local theatres took a much needed brace as a result of the weekend holidays plus better than the average attractions.

"Holiday" at the Carthay in its fourth week is surprising the wise ones around the boulevards and it looks like a cinch for six weeks or better. It opened to better than $2[illegible] and has beat a $[illegible] average right through. This week will show around $5,000.

"Hell's Angels" at the Chinese is finishing its 15th week and slipping at $14,200, but the word is around that Howard Hughes is going to stick for 20 weeks, yes or no.

"Call of the Flesh" is big at Loew's State with a take for six days of $28,526. Looks like the week will gross $32,100.

"All Quiet on Western Front" is sure fire for four weeks at Criterion.

(Continued on Page 2)

Hearst May Retire

Paris — William Randolph Hearst, the American film and newspaper "Izar," is planning to retire from both these activities and turn over the management to his employees, according to reports made here before his departure. Prolonged illness is given as the reason for the possible retirement.

•

Schlessinger to N. Y.

M. A. Schlessinger took a plane back to New York last night to meet with bankers in Chicago and New York regarding the project exclusively mentioned in this publication yesterday. His headquarters at the Roosevelt Hotel will be in charge of David Hochright. Schlessinger will return in three weeks.

AL ROSEN PLACED "SKEETS" GALLAGHER with PARAMOUNT

WILLIAM BRANDT HARRY BRANDT

BRANDT THEATRICAL ENTERPRISES, Inc.

presenting

"Broadway Shows at Movie Prices"

BRANDT'S FLATBUSH
BROOKLYN

BRANDT'S CARLTON-JAMAICA
JAMAICA

BRANDT'S BOULEVARD
JACKSON HEIGHTS

BRANDT'S WINDSOR
BRONX

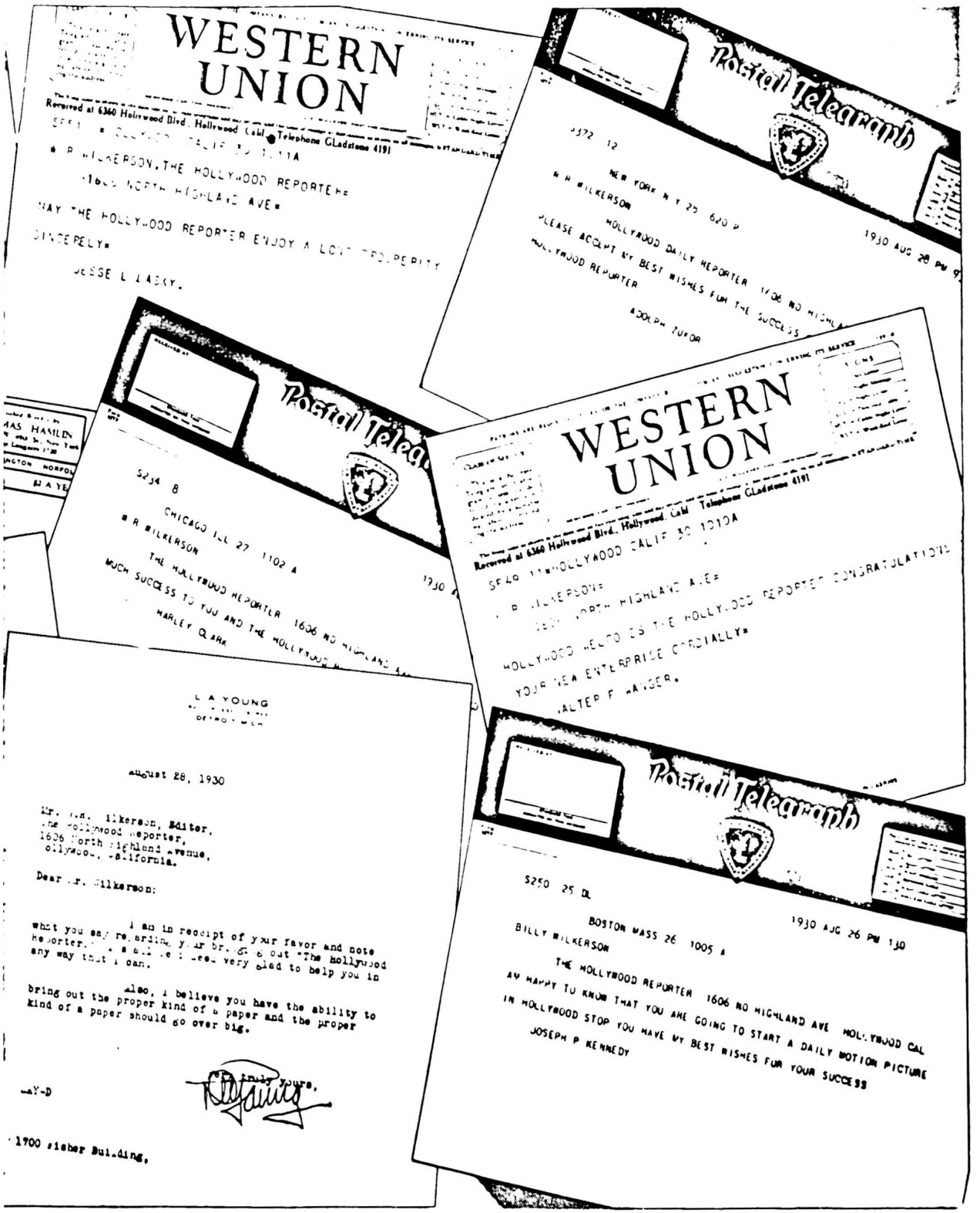
EXECUTIVE OFFICES

Paramount Theatre Building, 1501 Broadway, New York City

LOUIS F. WERBA
General Manager

KARL N. BERNSTEIN
General Press Representative

:OME . . . THANKS ◆



WESTERN UNION

Received at 6360 Hollywood Blvd. Hollywood Calif Telephone GLadstone 4191

SF61 R DL=LOS ANGELES CALIF 30 1210A

W R WILKERSON, THE HOLLYWOOD REPORTER=

1606 NORTH HIGHLAND AVE=

MAY THE HOLLYWOOD REPORTER ENJOY A LONG PROSPERITY

SINCERELY=

JESSE L LASKY.

Postal Telegraph

2372 12

NEW YORK N Y 25 620 P

W R WILKERSON

HOLLYWOOD DAILY REPORTER 1606 NO HIGHLAND

PLEASE ACCEPT MY BEST WISHES FOR THE SUCCESS

HOLLYWOOD REPORTER

ADOLPH ZUKOR

1930 AUG 28 PM 9

Postal Telegraph

5234 8

CHICAGO ILL 27 1102 A

W R WILKERSON

THE HOLLYWOOD REPORTER 1606 NO HIGHLAND

MUCH SUCCESS TO YOU AND THE HOLLYWOOD

HARLEY L CLARK

1930

WESTERN UNION

Received at 6360 Hollywood Blvd. Hollywood. Calif Telephone GLadstone 4191

SF49 11=HOLLYWOOD CALIF 30 1010A

W R WILKERSON=

1606 NORTH HIGHLAND AVE=

HOLLYWOOD WELCOMES THE HOLLYWOOD REPORTER CONGRATULATIONS

YOUR NEW ENTERPRISE CORDIALLY=

WALTER F WANGER.

L A YOUNG

August 28, 1930

Mr. W.R. Wilkerson, Editor,
The Hollywood Reporter,
1606 North Highland Avenue,
Hollywood, California.

Dear Mr. Wilkerson:

I am in receipt of your favor and note what you say regarding your bringing out the Hollywood Reporter. I shall be very glad to help you in any way that I can.

I also, I believe you have the ability to bring out the proper kind of a paper and the proper kind of a paper should go over big.

With kindest regards, I am

Very truly yours,

WAY-D

1700 Fisher Building,

Postal Telegraph

5250 25 DL

BOSTON MASS 26 1005 A

1930 AUG 26 PM 130

BILLY WILKERSON

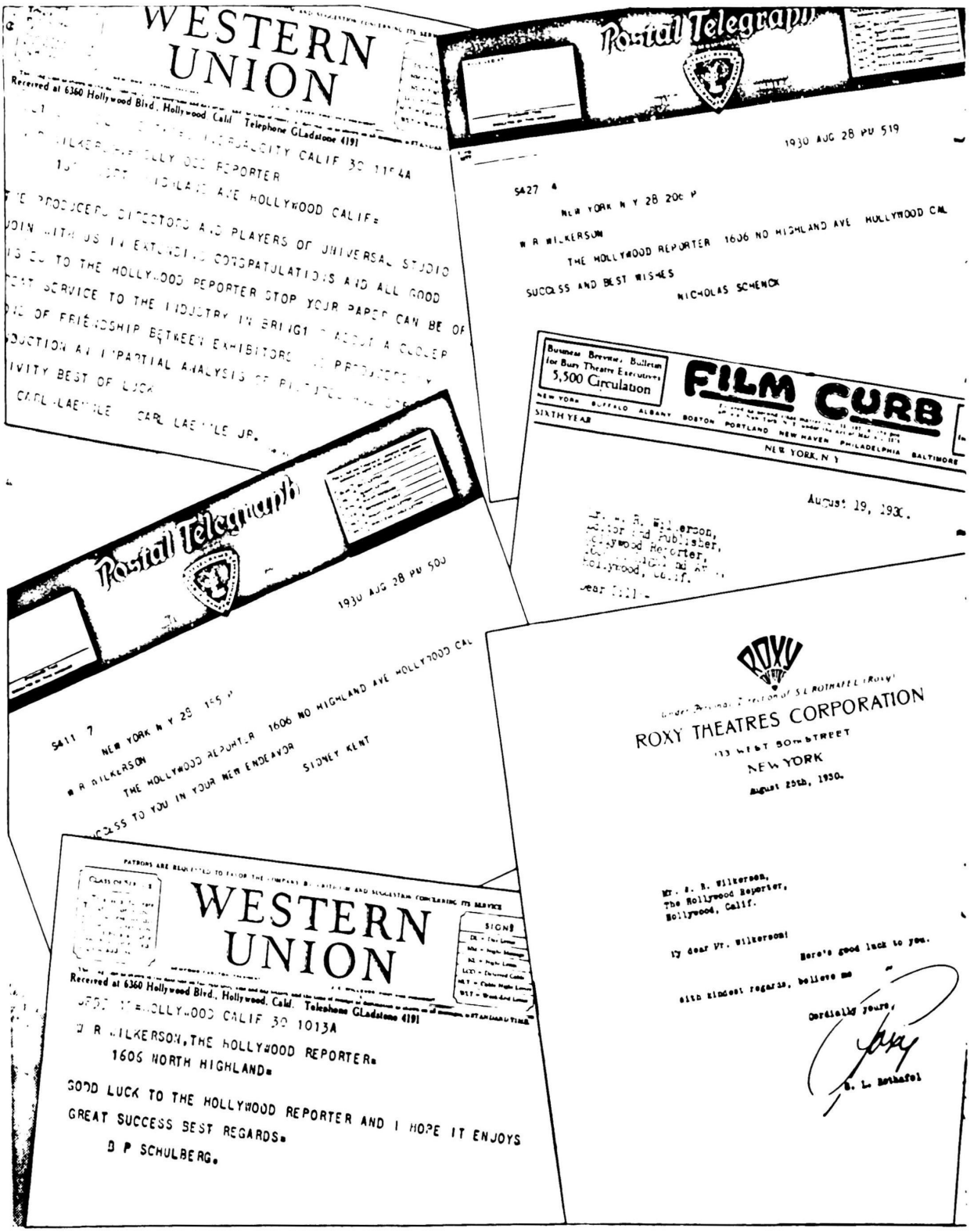
THE HOLLYWOOD REPORTER 1606 NO HIGHLAND AVE HOLLYWOOD CAL

AM HAPPY TO KNOW THAT YOU ARE GOING TO START A DAILY MOTION PICTURE

IN HOLLYWOOD STOP YOU HAVE MY BEST WISHES FOR YOUR SUCCESS

JOSEPH P KENNEDY

◆ AND STILL THEY (



WESTERN UNION

Received at 6360 Hollywood Blvd., Hollywood Calif. Telephone GLadstone 4191

[illegible] UNIVERSALCITY CALIF 30 1154A

[illegible] WILKERSON [illegible] HOLLYWOOD REPORTER

1606 NORTH HIGHLAND AVE HOLLYWOOD CALIF=

THE PRODUCERS DIRECTORS AND PLAYERS OF UNIVERSAL STUDIO JOIN WITH US IN EXTENDING CONGRATULATIONS AND ALL GOOD WISHES TO THE HOLLYWOOD REPORTER STOP YOUR PAPER CAN BE OF GREAT SERVICE TO THE INDUSTRY IN BRINGING ABOUT A CLOSER BOND OF FRIENDSHIP BETWEEN EXHIBITORS [illegible] PRODUCERS [illegible] INTRODUCTION AN IMPARTIAL ANALYSIS OF PICTURES [illegible] ACTIVITY BEST OF LUCK

CARL LAEMMLE CARL LAEMMLE JR.

Postal Telegraph

1930 AUG 28 PM 519

S427 4

NEW YORK N Y 28 206 P

W R WILKERSON

THE HOLLYWOOD REPORTER 1606 NO HIGHLAND AVE HOLLYWOOD CAL

SUCCESS AND BEST WISHES

NICHOLAS SCHENCK

Business Brevities Bulletin for Busy Theatre Executives
5,500 Circulation

FILM CURB

NEW YORK BUFFALO ALBANY BOSTON PORTLAND NEW HAVEN PHILADELPHIA BALTIMORE

SIXTH YEAR

NEW YORK, N Y

August 19, 1930.

Mr. W. R. Wilkerson,
Editor and Publisher,
Hollywood Reporter,
1606 Highland Ave.,
Hollywood, Calif.

Dear Bill:-

Postal Telegraph

1930 AUG 28 PM 500

S411 7

NEW YORK N Y 28 155 P

W R WILKERSON

THE HOLLYWOOD REPORTER 1606 NO HIGHLAND AVE HOLLYWOOD CAL

SUCCESS TO YOU IN YOUR NEW ENDEAVOR

SIDNEY KENT

ROXY

Under Personal Direction of S L ROTHAFEL (Roxy)

ROXY THEATRES CORPORATION

133 WEST 50th STREET

NEW YORK

August 25th, 1930.

Mr. W. R. Wilkerson,
The Hollywood Reporter,
Hollywood, Calif.

My dear Mr. Wilkerson!

Here's good luck to you.

With kindest regards, believe me

Cordially yours,

Roxy

S. L. Rothafel

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE

SIGNS

DL = Day Letter
NL = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

WESTERN UNION

Received at 6360 Hollywood Blvd., Hollywood, Calif. Telephone GLadstone 4191

[illegible] HOLLYWOOD CALIF 30 1013A

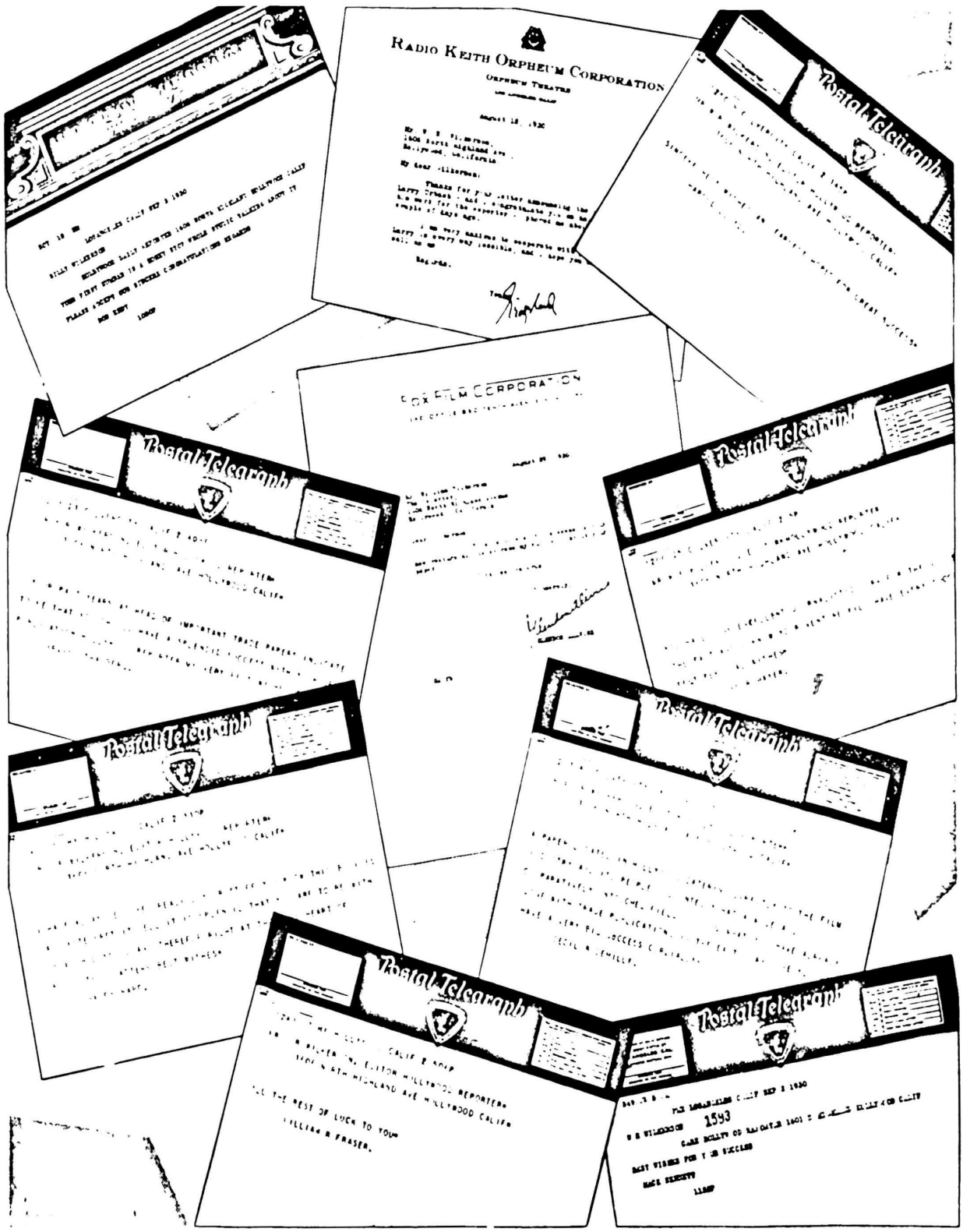
W R WILKERSON, THE HOLLYWOOD REPORTER=

1606 NORTH HIGHLAND=

GOOD LUCK TO THE HOLLYWOOD REPORTER AND I HOPE IT ENJOYS GREAT SUCCESS BEST REGARDS=

D P SCHULBERG.

AGAIN WE SAY --- THANKS



The Hollywood Daily Reporter

Vol. 1, No. 3 Price 5c TODAY'S FILM NEWS TODAY Friday, September 5, 1930

NEW PAR. STUDIO

TRADEVIEWS

by W. R. Wilkerson

Producers have seen "The Writing on the Wall," in the form of poor business, for several months, and have finally realized that it is not because people can't afford the movies, but because they do not want to go. They have collectively and individually set about doing something to remedy the situation. General house-cleanings and shifting of plans have resulted in nearly every studio.

Among the companies to "see the light" Paramount is no exception. But they have it. What we hear is true made a gesture which we think will defeat their own purpose. We refer to the announcement that Ernst Lubitsch, with his great and absolutely unique talent is to supervise the entire output of the Paramount Eastern Studios.

Their aim, as with the others, is to raise the standard of entertainment in their forthcoming pictures, and though it sounds paradoxical, Lubitsch is too good to make their pictures better generally. His work is too highly specialized, too individual and fine to make him a fit judge or counsellor on the work of others. How can the pictures, even though they be very good from both artistic and box office angles of the average director come up to the standards—"standards which he would unconsciously apply" of a man who, in his particular field stands ALONE—a genius.

The Lubitsch touch"—is not just a phrase—it is a fact. It is a fact which makes great pictures out of potentially mediocre ones. That certain "Something" CANNOT be put into a picture by John Doe or Joe Zilch—nor is it necessary. What a great pity then, to make an attempt to standardize the great and much needed talents of a man like Lubitsch. It is like taking one of the world's greatest plastic surgeons and making him overseer of a general clinic.

If Paramount wants to raise the standard of its output it could do no better than to keep Herr Lubitsch directing—for there is no one to take his place—no one who as consistently "raises the standard of pictures." He is the master of IT.

Jolson Starts Stable

New York — Al Jolson has gone "horsey" again. The Jolson Stable, which is said to have died some months ago, has been renewed with the purchase of Kildare from C. W. Leonard.

"CLAY"...ROXY BIG GROSS

New York—The four weeks run of "Common Clay" in the Roxy theatre did a gross of $447,664. The run for "Cockeyed World" but 3 weeks, the gross. However, the [illegible] business.

"Queer People" Authors To Write Another

Carol Lund Garrett Graham [illegible] authors of "Queer People" have been signed up by their New York publisher to write another book to be entitled "Whitey" on New York. Whitey was the principal character in "Queer People."

The first book written by the brothers rated more broadcasts and bouquets than any ever written on Hollywood life.

Paramount Acquires British Stages Will Spend Huge Sums In Foreign Productions

London. Paramount has acquired the British and Dominion sound studios at Ellstree on a ten-year lease at a gross rental of $1,200,000 and will take possession Oct. 1.

It is the intention of Paramount to spend many millions a year on productions in this studio with the making of quota pictures for the British market and multi-linguals for other foreign markets.

This is Paramount's fourth major studio and the second in Europe, the others being in Joinville, near Paris, at Astoria, Long Island and Hollywood.

So far there has been no announcement as to who will be in charge but it is assumed that Bob Kane will have a lot to say about it.

WARNERS LEASE OHIO SHOW SITE

Akron, Ohio—Warner Brothers [illegible] week signed a long term lease for property on which they intend to build a theatre. New house will have about 3500 seats.

Rental stated Warners about $[illegible] Estimate that theatre [illegible] will cost $[illegible]

Theatre should be completed [illegible] in 1931.

Warners now operate Grand Theatre here, 4 seat straight picture house.

This will make Warners the big [illegible] power in Akron and its [illegible] districts.

B'WAY OPENING FOUR PICTURES

Broadway opens with an imposing list of pictures tomorrow. The Roxy, a new house the John McCormack picture "Song of My Heart." The Capitol will play "Three Faces East." Paramount opens with "Sea God" and the Globe will open "Dixianna."

Animal Crackers" and "Monte Carlo" will hold over at the Rialto and Rivoli. As will "Dawn Patrol" at the Winter Garden, "Moby Dick" at the Hollywood and "Old English" at the Warner.

Big House" is in its last week to be followed by "Madam Satan."

Pathe Sells English Rights To "Holiday" For $600,000

Pathe has sold the rights to "Holiday" for Great Britain for $600,000 which is a few thousand more than the entire production cost. And people say business is bad.

At the same time last year and the dollars were rolling in at the box office, "Dynamite" was playing the Carthay Circle and was doing less by a thousand a week than "Holiday" is doing now.

The answer to good business today is good pictures.

McCARTHY IN NEW POSITION

New York—J. J. McCarthy succeeds Al Lewis in charge of the New York office of Fox Studios. Lewis is going into the story department of Fox Film at Movietone City.

Musician-Operator War Averted In Newark

Newark, N. J.—Clash of union musicians and operators here has been averted by the extension of agreement between the two groups. Union leaders want the same conditions as have been prevalent in the past, while the operators are holding out for changes.

GRAINGER HAS BIG BUSINESS

San Francisco—J. R. Grainger, General Sales Manager of Fox Films, says that "we have a greater volume of contracts on Fox product as of Aug. 30th this year than we had last year on Dec. 31st." Grainger accounts for this partly due to the fact that the New York office sold every important circuit throughout the country, leaving the small runs and small towns to the attention of resident managers and their sales crew.

AL ROSEN

PLACED
FREDRIC MARCH
WITH PARAMOUNT

The REPORTER Daily

September 5, 1930

Horse Operas On

Following talkies of backstage life and revues and operettas, the new era brings big films of the old West and land-rush days

Fox has finished "The Big Trail," Universal will present "The Oregon Trail," Paramount will make "Fighting Caravans and R-K-O "Cimarron"

HEAP BIG ANGEL IS CHIEF DESIRE

The newest wrinkle in the movies is the Redwing Productions, which plans a series of films in sound and color dealing with Indian life

This company, located at the Metropolitan studios, is headed by Chief Robert Redwing, Vice-President Joseph C. Kole and Secretary H. M. Hayter. The musical director is David Hutton and Jacques Jaccard is announced as the director of the first feature

Four short subjects and a five-reel feature composed the one-night repertoire of the Redwing Productions at a preview held last week. These pictures were made some time ago, during the dumb age of the movies, and the Redwing executives are wondering whether or not they deserve speech. Thus the public preview.

Incidentally, the Redwing boys will probably not reject any eager investors. There is no stock for sale, it is said, but if you have a sweetie, wife or grandmother who might turn up a Garbo, the financial details can be handled very nicely, thank you.

A certain air of mystery surrounds the identity of the "big national release" that will peddle the Redwing product. However, there is supposed to be a swell U. S. Government tie-up in the offing for a dozen one-reelers dealing with the tribal customs of various Indian clans.

Just what will happen to these redskins in Hollywood only time and money will tell.

•

Ensenada Cops Grab McGraill

Walter McGrail, k. k. screen heavy was picked up at Ensenada the other day on suspicion of being a real-life villain. The Mexican police got the idea that he might have been the motive behind the knife that killed the young couple on the beach. Of course Walter has no gold teeth but since he wasn't smiling when arrested it took the police some time to get a flash of his ivories which no store could duplicate—in gold. P. S., Walter is now free.

•

Heath's Book Artistic

One of the best and most beautiful press books ever turned out is the one for Glorious Gloria's new picture "What a Widow." It was made up in Hollywood by Lance Heath, the p. a. for Swanson's productions. Applause for Heath.

BUSINESS PANIC CLIPPED PRODUCTION SCHEDULES

There is less activity in studios today than there has been at any period since the inception of the talkies. Reason being a reorganization of every lot due to poor product, bad business in the theatres and the squawks from the banking crowds, who have been handing money over by the millions, for economy and the elimination of all waste.

The reorganization and retrenchment notices have caused more of a tremor in Hollywood than the earth murmur of last week. There is hardly a person on any one lot sure of a job next week. This goes up and down the list of executives, writers, directors, players and studio employees, contract or no contract.

The firing order at Fox caused most comment as it included more big names. This organization, and the busiest studio in Hollywood at present, chopped over 300 from the payroll and the rumor is that more is coming.

Everyone at Paramount is on a nervous seat as a result of the reassignment of executive heads and the lack of understanding of "who is who" in the running of the organization since the installation of Walter Wanger in an executive capacity at the West Coast plant. They paid off 200 less people last week than the week before. There are three pictures on the shooting stage now with three others almost ready to start.

The Warner-First National studios are washing up odds and ends for the expected closing. First National doing foreign versions and Warners completing two pictures.

Metro-Goldwyn-Mayer have slowed down to a walk but with a lot in preparation. The expected personnel cut has not been put into effect yet. Rumor has 25 per cent being knocked off.

Universal, the busy spot a couple of weeks ago, is idle today. They have four big ones in preparation.

Pathe is finishing up on three pictures.

R-K-O have three in work and another pair ready to start rehearsing.

Sam Goldwyn is shooting one picture at U. A. and will start another on Monday. Other U. A. units at a standstill.

Both Tec Art and Metropolitan are silent.

Of the short reel studios, Larry Darmour is shooting two pictures, Hal Roach three, Educational one, and Sennett one.

Changes Made In Fox Personnel

With a total of three hundred put "at liberty" on the Fox lot, many drastic changes in working lineup have been made among those on contract and who have been retained through the slash. Several new personnel assignments have been made as the result of the shakeup.

Buddy Erickson, formerly a director with the studio, is now rating position as business manager of one of the units. Sidney Lanfield, another former director, is engaged in writing foreign versions. Alexander Korda, declining to settle up his contract, is working it out. Frank Gay has been made supervisor of foreign two reel versions. Philip Klein, formerly director for Fox, returns to the lot as a writer.

•

Len Roos Announces New Portable Sound Camera

Len Roos, local sound apparatus inventor is said to have prefected a 16-mm. sound on the film camera and proector for home and school use. This is portable and will sell for a price within the reach of home movie makers. Roos is the inventor of a glow lamp that is being used extensively for sound work, and also is marketing a sound camera that is portable, recording most anything, and weighing less than two hundred pounds. Several of these outfits have been sold to India and New Zealand and to local news reel cameramen.

Marconi Releases Sound Apparatus

Marconi's latest in sound apparatus, long a laboratory secret, has been installed in the Stoll Cricklewood studios. Stoll will distribute the new machine, called the "Visatone." Tough competition for Western Electric and R-C-A is planned, with Marconi slashing royalty rates.

•

SPOOR CAMERA TO CUT PRICES

Home talkie outfits now on the maket are to be undersold by a wide margin, according to the announcement of George K. Spoor, photographic device inventor, who states he has perfected a machine which may be marketed for $30.

Spoor, the inventor of the Natural Vision Camera which has been tied up by Radio Pictures, has been working on plans for the home movie outfit for 14 years. He is now in New York arranging for licenses.

•

Gene Marcus Producer

Gene Marcus, former owner of independent exchanges in Pennsylvania has turned film producer. In association with two others he has made a western tlkie starring Buffalo Bill, Jr., for the State right market called "Lonesome Valley." He proposes to make a series. He may

◆

TAY GARNETT

DIRECTOR

"HER MAN"

for

PATHE

◆

PARAMOUNT'S "SPOILERS" AND "FOLLOW THRU" O. K.

FOLLOW THRU
ALL TECHNICOLOR
Produced by Paramount
Directed by
Lawrence Schwab & Lloyd Corrigan
Starring
Charles Rogers and Nancy Carroll
From the Schwab and Mandel musical comedy of the same name
Music by De-Sylva Brown & Henderson, Elwood Elisou and Manning Sherwin
Dialogue by George Marion, Jr., Richard Whiting
Supporting Cast Jack Haley, Eugene Pallette, Zelma O'Neal and Thelma Todd

"Follow Through" with good preliminary exploitation will be able to prove to the cash customers that it is possible to transfer a musical to the screen successfully. The box-office will suffer no loss through renting this one and the picture should pave the way for future musical bookings.

The story follows the original plot of the stage production and keeps the screen version moving fast by its excellent comedy. However, the picture could stand some cutting and eliminating for despite its pace the running time is too long and there is too much of a good thing.

The direction of Schwab and Corrigan while it fails to show anything new in the line of megaphone tricks has done a more than creditable job by stressing the comedy situations and letting most of the dance numbers go. They have filmed just one ensemble number which was staged by Dave Bennett who managed to give some new twists to the routine. The songs are the same as in stage hit.

Buddy Rogers' voice has undergone much needed improvement and he stands in no danger of losing his hold on the big fan mail. Nancy Carroll has been beautifully photographed but her voice work is none too good and it's pretty evident that musical comedy is not her field. The supporting cast in two instances steals the picture from the stars. Jack Haley, playing his original role and Eugene Pallette walk away with first honors for comedy. It's true they had the best lines but it is questionable whether any two other players could have wrung as many laughs from them. The rest of the players did very well by their parts and include Zelma O'Neal back in her old part, still knocking them for a laughing loop with her dancing and singing.

The picture has been ably photographed in Technicolor throughout. The colors are distinct and make an eye-filling show for the audience.

All in all this is the best musical to reach the screen and should amuse the buying public all through the country.

•

THE SPOILERS
Produced by Paramount
Directed by Edwin Carewe
Starring Gary Cooper
Story by Rex Beach
Adaptation by Bartlett Cormack
Dialog by Agnes Brand Leahy

Supporting Cast Kay Johnson, Betty Compson, William (Stage) Boyd, Harry Green, Slim Summerville, James Kirkwood, Lloyd Ingraham, Oscar Apfel and Jack Holmes.

Good old fashioned meller, the kind that pulls 'em into the picture houses by the hundreds. The kind of picture everyone likes to see and one to which sound and dialog have added considerable attraction. There is no mistaking the box-office value of this opus. It's there in a big way and should help the moving picture theatre business to get back in its stride.

The story is taken hokum, fight and all, from the silent thriller of the good old days. The beginning of the picture could stand speeding up but the climax is a smash.

Gary Cooper is capable of doing better work as witness "The Virginian." His acting in this is just so-so, adequate enough but nothing outstanding. William Boyd did a fine piece of work as McNamara the dirty villain. Kay Johnson has been badly photographed throughout and Betty Compson steals away the acting honors from her. As seems to be the case with most pictures these days, the comedians walk away with the picture, this one is no exception. Harry Green and Slim Summerville are the pick of the crowded supporting cast and Summerville reveals himself as a fine serious actor in his death scene. The minor bits in the film are all well handled.

Once again Edwin Carewe proves himself a great director of stirring spectacles. His handling of mob scenes is masterful and he has a fine feeling for dramatic punches. It is too bad that trite dialog should have detracted from the general excellence of the film, in quite a few of the scenes.

The photography in the opening sequences is very poor; it improves as the picture unreels and there are some fine shots of the mining town.

There is no doubt that the picture will be a box-office natural.

Actors Injured In Chase Shot For Universal

Kane Richmond and Nora Lane, Universal feature players, are on the bruised and cut list because of a tangle with a sound truck near Sawtelle. Shooting a chase scene of the "Leather Pushers," the car in which the couple was riding skidded into the truck.

•

Rowson Assigned "Aunt"

Leslie Rowson, son of Simeon Rowson, executive of Ideal Films of England, has been assigned as third cameraman of "Charley's Aunt," with Al Christie directing.

Rowson has been cinematographer for the past year with R-K-O.

Grit

Frank Tours, musical director at United Artists, while conducting orchestration for Lilac stumbled and fell from a platform.

Tours climbed back to the platform, and finished conducting the musical number. After it was all over it was found that he had broken his arm.

Four to Start at Fox

Four companies will begin work at Fox within the next few days. "Stolen Thunder," directed by Hamilton MacFadden, with J. Harold Murray and Jeanette MacDonald in leading roles, is scheduled to start September 10. "Network," directed by B. Viertel is slated for the same day, while "This Modern World" with C. S. Sprague directing, and "Luxury," with C. McClintic at the megaphone are due to start a few days later. "The Man Who Came Back," Raoul Walsh's new film will go into production the latter part of the month.

LABS BOOMING IN AUSTRALIA

Sidney, Australia.—Unprecedented activity for film laboratories of this country is noted as the aftermath of the duty increase on foreign film imports. The boost made the tax per foot four pence, and a great deal of laboratory expansion is under way as the result of this protection of the home product.

The lowest price charged by overseas distributors is one and a half pence per foot, which makes the total cost five and a half, about three times the cost of the local films.

•

Joseph Schenck Enroute East

Joseph Schenck left last night on the Chief for New York to sit in with Al Lichtman, sales head of United Artists and the heads of the large theatre circuits regarding the selling of United Artists product for next year. He will return in two weeks.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

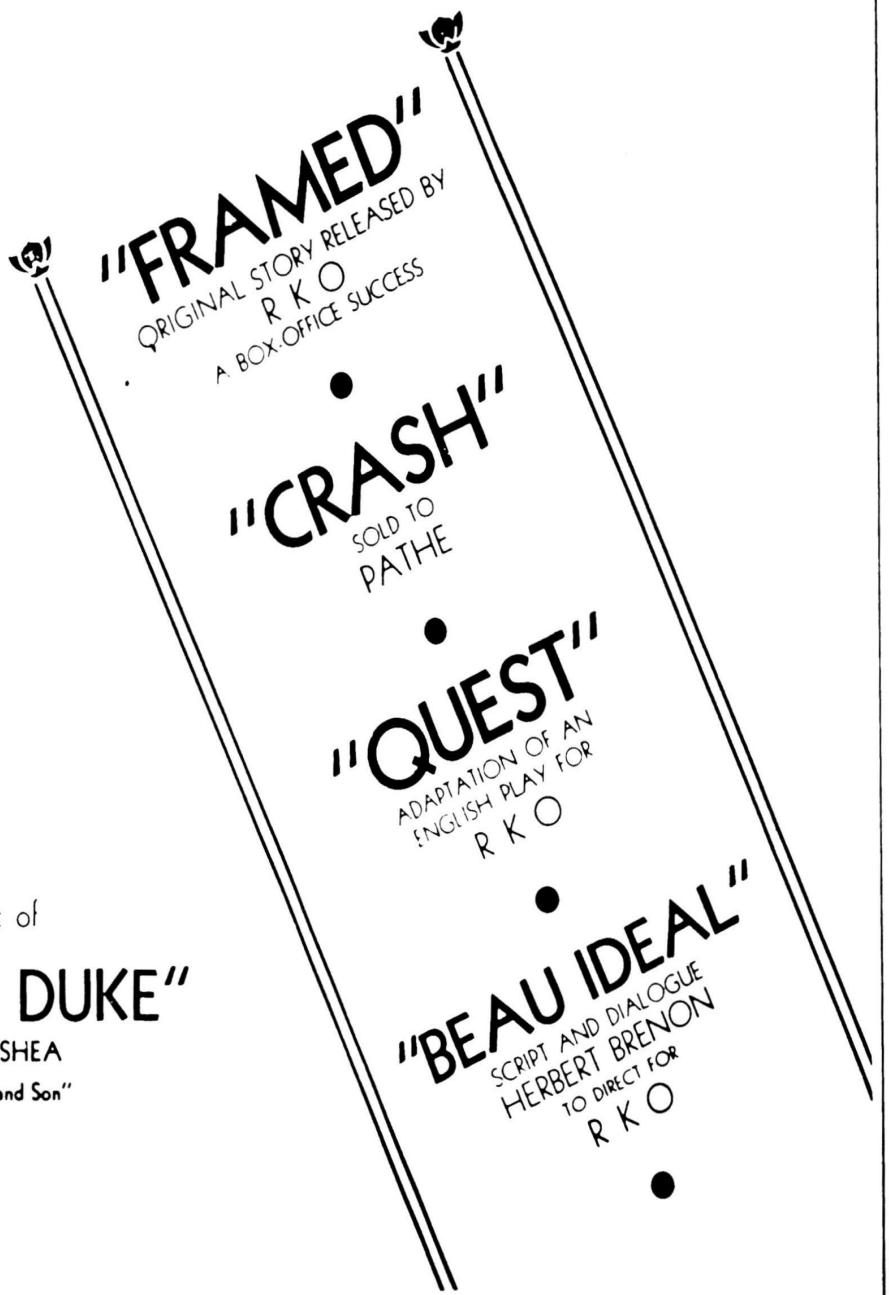
Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name _____
Address _____
City _____
Occupation _____

by
PAUL SCHOFIELD
AUTHOR



PRODUCERS!
ATTENTION!

In Preparation,
Screen Treatment of

"PAGE the DUKE"

by TIMOTHY SHEA

Author of "Sarah and Son"

THE DAILY REPORTER

W. R. WILKERSON — Editor and Publisher

Executive and Editorial Office, 1800 North Highland Ave., Hollywood, California. Telephone HOllywood 4341.

New York office, 50 West 45th Street. Walter K. Hill, Eastern Editor.

Executive Staff: Lee A. Ochs, General Manager; Harry Guzman, Advertising Manager; Mike Moloney, News Editor.

London office, 80 Wardour St., Paris office, 6 rue Rue Vignon, Berlin office, 61 a.d. Mauerstrasse.

Entered as third class matter at the Los Angeles Post office.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year: United States and Canada $20.00. Foreign $15.00. Single copies 5c.

THE LOWDOWN

A well known actor had just completed his work with the Glorious Swanson, of whose poise and ability he has always been a great admirer. He found himself a few weeks later on the Mary Nolan set at Universal. The scene was dramatic. The electricians were kidding. Imagine his amazement to hear the star pause in the midst of a "take" and shout, "Don't make me laugh—I'm trying to do this scene right!"

•

Luncheon at the Embassy yesterday revealed the fact that a recent fishing trip indulged in by Mr. and Mrs. Adolphe Menjou has made him look young enough to be accused of having had his face lifted, and that Mrs. Menjou is even lovelier than when appearing on the screen; that Jack Mulhall could jolly well be forgiven for bragging about his pretty, smart-looking wife; that Wanger, Selznick, Reynes, Murphy and Liveright had a lot of laughs, and that Charlie Christie likes fried chicken.

•

A certain studio executive of the valley is noted for efficiency. One night while a big set peopled by several hundred was being shot, a boss painter suggested to the studio mogul that it might be an idea to have a "standby" painter to rally around in the event that the director should become notional, and want to resmear some of the paint obs.

The mogul blasted forth in his best executive language that he was the big shot around there, that all orders must come from him and that anyhow, there was to be no "standby." To which was replied, "Okeh."

Then he went home, or somewhere, maybe to a conference. Rather soon, the director did become notional, and ordered a set door daubed a different shade of lavender. Painters all declared, "no can do." Studio out $2000 while foreman looked for executive director waited, and cast played poker. Two hours later door painted.

Silence

Madrid — Theatre patrons here tired of musical comedy films which they do not understand, have gone back to support of the old silents, titled in the Spanish language. This involves a great revival of old pictures.

F. N. PICTURES IN RKO HOUSES

New York—First National has booked its entire lineup of pictures in the local metropolitan string of R-K-O houses.

•

Australian Houses Will Check On Damaged Films

Melbourne, Australia—A plan to fix responsibility for damaged film has been formulated by renters here with arrangement to notify the Film Renters' Association day or night if such film arrives from exchange or another exhibitor.

Secretary Scorgie, of the F. R. A. and Film Inspector Bryer are in charge of the inspections and investigations.

PATHE PLANS BIG FOREIGN PROGRAM

E. B. Derr and Reginald Smith, Pathe foreign representatives are at present engineering final arrangements for the production in England of Pathe's foreign-made multi-lingual talkers, with actual work scheduled to get under way within the next two or three months.

Pathe will send four directors and four stars to England. Casts in support of the stars will be recruited from among British players. English versions will be made first, with French and possibly German versions to follow with some changes in cast.

The entire arrangement is for the purpose of evading the quota restrictions. British code requires that at least seven and a half per cent. of every program be British made, but likewise allows star of any production to be foreign if cast is made up of Britishers. Similarly, either producer or director may be a foreigner, but not both. Directors Pathe is sending across will therefore act in capacity of producers, supervising the activities of the British directors, who will be nominally in charge.

Foreign News Reel Theatres

London—Fox is going to open a Newsreel theatre in London, Paris and Berlin in the very near future. Will show Movietone Newsreel only.

SWIGART WITH REPORTER

After four days of life The Hollywood Daily Reporter, still in its infancy, has acquired the services of William R. Swigart, better known to Hollywoodites as Bill Swigart, to become its managing editor. Bill has been identified with the motion picture industry for the past 15 years, during which time he has served various capacities from exchequer of the old Metro Pictures corporation to scenarios and film editor. Having gained the necessary production knowledge from actual experience, he returned to the field of journalism as editor and publisher of his own publications, wherein he introduced the first National fun fan publication to be published in Hollywood. He then became editor of The Stranger, a national publication sponsored by the various civic organizations of Los Angeles and Southern California. From here he returned to the motion picture field of publications by aligning with the Film Mercury, where he became one of the best reviewers and critics of pictures developed in Hollywood. At a time when Variety needed the support of a writer familiar with the motion picture industry, they made him an offer with the result that he moved his typewriter to the office of Variety, where he has been engaged for the past three years in giving the Variety readers much to read and think over in the "Picture" section of that publication.

The Hollywood Daily Reporter believes it is making progress by the acquisition of such a capable person whose knowledge of the motion picture industry dates back to the time when it was rightfully termed "still in its infancy."

WILLIAM R. WILKERSON
Publisher

CANADA STUDIO PREMIER STARTS

Montreal, Can. — Inauguration ceremonies for the new Canadian-American Talking Pictures studios are under way in this city, with a large group of film executives and stars attendant. The studio, under Canadian organization, plans to produce features, shorts, serials and news reels. It is expected the studio will be significant in the film industry as a way out for Canadian exhibitors who are hit by the English law calling for a 10 percent. tax on American productions.

Those invited to the opening ceremonies by Managing Director Ray Jackson included Fritzi Scheff, Betty Blythe, Arthur Lubin, Malcolm McGregor, John Breedon, Charles Ray, and Beverly Bayne.

TACOMA PLAYS TO BIG BIZ

Tacoma, Wash.—The picture which is boosting Fredric March and Claudette Colbert to stardom—"Manslaughter"—proved the box-office hit of last week in Tacoma.

It played at the Fox Rialto, and gathered momentum after a poor opening matinee.

Theatre-goers of the city who enjoy their talkie entertainment in the afternoon are passing their four-bit pieces across the counter of the Fox Broadway theatre.

The combined stage show and screen play have proven attractive to matinee fans. The latest offering—"Call of the Flesh," with Ramon Novarro, and Fanchon & Marco's "Idea In Blue"—brought fair returns.

"Oh Sailor Behave," Olsen and Johnson's starring vehicle for Warners, enjoyed a better-than-average run at Hamrick's Blue Mouse theatre in Tacoma.

The Blue Mouse is soon to present its first of a series of United Artists pictures. "Raffles." John Hamrick, owner of the chain, recently purchased the 1930 output of the concern.

"The Little Accident," played in Tacoma after a good bit of revising.

The Tacoma censor board, hearing of a few assertedly "naughty" sequences in this play, demanded a preview just a few hours before "The Little Accident" started its run at the R-K-O Orpheum theatre.

They got the preview. Manager John Rogers got the devil.

The censor board departed with directions to cut the "naughty" scenes. It was done, and a lengthy title was inserted describing the events leading up to the.

When a picture flops in Tacoma, it flops hard.

"Grand Parade," with Helen Twelvetrees and Fred Scott, brought big returns at Constanti's Riviera theatre for two days—and then something went wrong. The next two days were entirely unsuccessful.

Manager D. Constanti sought a way out when he substituted "Phantom of the House" for a three-day run. This production—the initial effort of Continental Pictures—didn't do much better than "Grand Parade."

•

Twelvetrees In, Burgess Out For "U" Feature

Helen Twelvetrees is "in" and Dorothy Burgess "out" for the stellar role in the "Painted Desert" by Universal. No reason for change announced.

BRITISH EXHIBIES BATTLE GUARANTEE CONTRACTS

London—British exhibitors are up in arms agitating against guarantees being demanded on the percentage contracts submitted to them by exchangemen. They do not mind the percentage, but see no reason why they should be compelled to guarantee the producers, feeling it should be just the other way round, with the producers giving them a guarantee that their pictures are of sufficient amusement value to draw patrons in such numbers to show a profit all around.

Another move is on foot to stop the lengthy pre-releases.

More Work for Oakie

After a preview of Jack Oakie's latest starring picture, tentatively titled "Sea Legs," Paramount called Eddie Sutherland in to bolster up the weak spots with added scenes.

Victor Heerman directed the original version.

•

Pickford-Par.

(Continued from Page 1)

when finished will offer them to the highest bidder.

Despite usual denials on any major film merger or deal, the Hughes-U. A. deal is reported from the inside to be in the bag with all details ironed out and ready for the necessary scrolls on the dotted lines.

Prior to his departure for the east four weeks ago Hughes held conferences with Schenck on a deal for the purchase of Art Cinema finance company, which was later denied by Schenck as it was too premature, which is usually the course of all big deals. However, since that time details have been ironed out and everything looks favorable for an out and out purchase.

When consummated, Hughes will receive controlling interest in the Art Cinema Corp., a financing organization and the major shares of the U. A. studio properties in Hollywood, 50 per cent of the exchange end, handled under the banner of the United Artists Distributing corporation with all U. A. theatres under the Paramount-Publix thumb by a prior deal made many months ago.

He will have a studio to work in for his own units and the units of other individuals that he might care to finance from time to time for release through U. A. and with part of the exchange system owned by Paramount, it will give him immediate access to the Publix chain of theatres.

As for retaining the present string of producers under the old Schenck regime, including Talmage, Griffith, Roland West and Del Rio, it is problematical. However, during the operation of Art Cinema it financed 100 per cent the productions of Norma Talmadge, D. W. Griffith, Roland West, Dolores Del Rio and a few others who happened to have a good idea and b. o. value.

As for Sam Goldwyn and Swanson, they will probably continue to operate as before.

United Artists was formed ten years ago with Fairbanks, Pickford, Chaplin and Griffith. Later Sam Goldwyn and Gloria Swanson were granted franchises but soon drifted away from Art Cinema to other channels of financing their productions, retaining a releasing arrangement through the U. A. distribution system. Each paid a definite percentage for distribution and received their profits, when and if any, from that organization, over and above what their pictures grossed.

In the early days of the talkies when things were not going any too well with Art Cinema or U. A., Schenck went to New York and made a deal with Paramount where for consideration of approximately $3,000,000 he turned over the running of all U. A. houses to Publix plus 50 per cent ownership in the U. A. distributing Corp.

MAKE PATHE SHORTS IN N.Y.

In the future all the Pathe shorts will be made in New York at the Audio Cinema Studios in Long Island City.

The shorts were shoved to the coast due to the fire that destroyed the New York studio and due to fact that cost of making shorts on the West Coast is too heavy due to lack of material that Gotham can furnish, the deal was made to take over Audio Cinema.

•

Indie Tinpanners Click First Song

Despite the present over-supply of songwriters in Hollywood, Jean Schwartz and Jack Meskill have joined forces as an independent team and landed their first effort with De Sylva, Brown and Henderson.

Title of the new song is "Au Revoir, Pleasant Dreams" and will reach the counters next week as a "pop" tune.

•

Universal Holds Two For Remake

Determined to make the best of its limited production of 20 features, Universal will not release "The Cat Creeps" or "East is West" until certain sequences are remade and additional life injected into them.

Of the two pictures to undergo the surgical knife "The Cat Creeps," directed by Rupert Julian, will need most of the attention.

"The Lady Surrenders," first of the 20 specials, was completed without a retake.

Crystal Gazers

Optimism a la Hollywood: Two little extra girls on a corner. World-famous female star drives by in Rolls-Royce. Flip-cracks one little girl to the other. "My future just passed!"

Five Years Personal Attention for Muriel

Muriel Evans, estranged wife of Michael Cudahy, has been signed to a personal contract to act in pictures by the Halperin brothers, now affiliated with the newly formed Liberty Productions.

Miss Evans will be featured in a number of forthcoming pictures for Liberty.

•

Industrial Short New Indie Field

Accessibility and low cost of various portable sound equipments now on the market is opening up a new field for small independent operators to capitalize on the portables for the making of industrial films.

Bud Hooper, former cameraman, is the first to blaze the trail and highways in seeking individual contracts for news sound reels, advertising and industrial pictures.

Revive Famed N.Y. Show, Sport Sheet

New York—Moses Koenigsberg, former general manager of King Features and the Allied Hearst syndicates, has taken charge as editor-in-chief of the New York Morning Telegraph.

The paper under his management will revert back to its old standing as the sporting and theatrical paper of Broadway with a change in price from 10 to 15 cents. The Sunday edition heretofore carrying straight news will contain straight theatrical and motion picture features with a resume of the current week's sporting events.

•

New Gimmick For Fans Hits Chicago

Chicago—A new racket of Hollywood origin is getting a play on the newsstands here in the form of a motion picture directory containing authentic home addresses of all the stars and executives.

With a convincing sales talk of how the stars never receive their mail at the studios, but through the aid of the book, one can write direct to their homes, is getting a grand play from the yokels on a 50-cent gate.

•

M-G-M Casts Two

M-G-M makes two new assignments with Ernesto Vilches getting a Spanish version, and Eric B. Hayne added to the cast of "New Moon."

Paul Sloane

"

"The Cuckoos"

Radio Pictures

"Half Shot at Sunrise"

"Hearts In Dixie"

THE DAILY REPORTER

W. R. WILKERSON — Editor and Publisher

William R. Weigart, Managing Editor

Executive and Editorial offices: 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office: No. 58 West 45th Street. Walter K. Hill, Eastern Editor

Executive Staff: Larry Urbach, General Manager; Harrey Gassman, Advertising Manager; Mike Moloney, News Editor; Ralph Blum, General Counsel

London office: 80 Wardour St. Paris office: 40 Rue Vignon. Berlin office: 83 84 Mauerstrasser

Entered as third class matter at the Los Angeles Post office

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation

Subscription rates including postage per year: United States and Canada $10.00, Foreign $15.00, single copies 5c

HERE'S WHAT NEW YORK THINKS OF RKO "DIXIANA"

Excerpts taken from three representative critics of New York following the opening of the picture at the Globe theatre on the night of Septembr 4.

N. Y. American:

"Dixiana," with a large company, some good choral work, and some lovely settings, has its moments. But on the whole, it is more pretentious than prepossessing."

N. Y. Tribune, Richard Watts, Jr.:

"This film rambles to an aimless conclusion. 'Dixiana' can offer little but commonplace music, silly story and sleep-begetting comedy. Even the presence of Miss Daniels, fighting to the last against that Dixie drawl, cannot make it more than a very bad motion picture."

N. Y. Times, Mordaunt Hall:

"It's scenes possess the glamour of ninety years ago, and Harry Tierney's musical compositions enhance the effect, but the rowdy jesting is not quite so old, especially the lines of the jokesmiths. Hence it is an incongruous piece of work, not to be taken seriously, it is true, but often its comedy may be"

Coming Events

Sept. 10.
Academy of Motion Picture Arts and Sciences to meet in Hollywood to discuss wide film problems.

Sept. 9-10.
MPTO of Wisconsin to gather at Big Cedar Lake.

Sept. 15-16.
Ninth annual convention of MPTO of St. Louis, Eastern Missouri, and Southern Illinois to be held in St. Louis.

Sept. 17.
Second meeting of Academy of Arts & Sciences set for Los Angeles, with discussion of production and wide film programmed.

THE LOWDOWN

We would like to know: What has become of Bull Montana, whether Phil Holmes intends to remain blonde, why Rex Lease really socked Vivian Duncan; why an M-G-M star wears a diamond choker with street clothes, why studios don't let their directors work unhampered by supervisors; why Johnny Weaver doesn't get better stories to dialog; why Clara Bow doesn't get stories; why Janet Gaynor can't "snap into it," why so many lousy pictures make money and nearly all the good ones die.

•

For the first time, we heard a travelogue applauded the other evening. It was one of Tom Terriss' Vagabond series, and while the over-dramatic spiel which the director himself delivers during its running may cause a smirk from the sophisticates. It undoubtedly furnishes plenty of excitement for the audience, for they "ate it up."

•

A young writer when he first came to Hollywood a few years back, seemed to have a brilliant future, and was known generally as "a nice guy." But time seems to have changed all that, for he has recently been dubbed, "O'Sullivan's Heel."

•

There seems to be a move on foot to make Allan Dwan the Mayor of Malibu Beach. And a sweet young thing remarked, "Well, he ought to be Mayor,—he looks so cute with a cigar in his mouth!" Anyway, Dwan has been working to secure fire protection for the colony.

•

Marriage has had a number of alibis presented to account for its existence, such as love, money, shotguns, etc. But a big hearted screen player, recently married to half of a sister act, springs a new one. He just wedded in to protect the little girl from the savage law suit of a real estate firm, demanding money for the rental of a beach cottage.

HONEYMOON LANE

Notice of intention to wed has been filed by Thornton Freeland and June Clyde. Exact date of wedding not known, but Freeland says "some time this week."

•

John Garrick and his bride of last week, the former Miss Harriet Bennett, are honeymooning in Mexico. Exact destination vague.

•

Sammy Cohen is back in Hollywood with his bride. Cohen married Doris Roach, of musical comedy, in Detroit while East on a personal appearance tour.

•

Margaret Quimby, supposed to be off on a shopping trip, went and got married instead. She's now Mrs. J. Irving Walsh. Walsh, big Gotham real estate man, was twice president of the Realty Board.

•

PAR. TUNESTERS GET VACATIONS

Paramount's retrenchment in the production of musicals found them with a staff of idle songwriters on hand. As a result of this, each of the boys were called on the carpet and offered the alternative of taking a three month lay-off with that period added to their present contracts when they returned, or sell out at bargain rates.

Most of the boys were agreeable to the lay-off and are going to have a lot of fun making personal appearances in a songwriters' presentation unit to tour all the ace houses of the Paramount-Publix circuit. L. Wolfe Gilbert, former member of the staff and an ex-vaudeville actor, has been approached to take the job of m.c. for the run of the unit.

•

Blame Columbia for Death

Columbia Studio was accused of negligence by the coroner's jury investigating the death of Harry E. Wells, studio workman killed at Arcadia last week. Wells was working on the roof of a balloon hangar when he fell to his death.

Another Sinner

Frankie Darrow, identified during the past five years as a leading kid actor on the screen, will make his stage debut in "Young Sinners" slated for an early opening at the Belasco.

Engagement secured by the Weber office.

•

French Pathe Studios Rebuilt

Paris—The Pathe studios at Joinville, near Paris, have been completely rebuilt and production has begun on a new series of French talkers.

Two "Vacate" R-K-O

R-K-O is minus two players by vacation, with Jean Arthur popping off to New York, and Hugh Trevor sailing the briny deep off the Mexican coast.

•

Russian Sound Deal

Berlin—The Russian Government has contracted with an American, Joe W. Coffman, to install sound equipment in over 1,000 theatres throughout that country. Coffman will also assist in the production of Russian talkies.

Survival of the Fittest Is the Keynote For Present Studio Reorganization...

With the firehose now playing on the burning payrolls of the various picture producing organizations, new faces will be exchanged for old, which is a logical time for

DIRECTORS
PLAYERS and
WRITERS

To place their wares before the producers in the form of type in a medium that reaches the buyers.

ADVERTISING RATES ON REQUEST

THE HOLLYWOOD REPORTER

1606 North Highland Ave.

Agents Say Payoff Forgotten By Customers Rating Jobs

Scarcity of salable talent for pictures is forcing a number of the agents to seek clients among those already employed at the various studios.

The agent's sales talk in this regard is approaching an employee with a proposition that he can gain a promotion for him within his own ranks if he gets under his wing. A test case of this practice was aired in court last week where the employee conceding to an agent's solicitation, refused to pay out the commission after he had secured a promotion from an obscure title writer to associate producer.

Defendant claims he was promised the job long before he ever met the agent. The agent claims not so and is willing to prove it. Just how this case will be settled remains to be seen and reported in the columns of this paper when it happens.

Lab Workers

(Continued from Page 1)

working a non union working schedule.

Certain of the cameramen also of the union claim they are discriminated against and get only those jobs the favorites miss and none other regardless of their position on the list of available men. Some of these men have not worked in months while others get all the jobs that come in. Of course we will not admit this is favoritism!

Laboratory workers have been instructed not to talk to newspaper men that newspaper men are against them as one poor chap told us. The union better bury this hoakum right now and do something for the people they collect monthly dues from for we intend to investigate further and see that they do.

One shipping clerk at a big local laboratory works night and day for $18.00 a week. If he refuses someone else takes his position and for this we have unions. There is even strength in onions.

Air Attraction Goes Footlight

In order to stimulate business on the tail end run of "Hell's Angels" the Chinese is bringing the Beverly Hill Billies into the stage show for a limited engagement starting with the matinee next Wednesday (10).

The Hill Billies are a group of extra picture boys who developed an air following during the past year and will draw as a novelty as long as their presence on the Chinese stage is given ample exploitation.

Wally's Laryngitis

Shooting on "Dark Star" at Metro has been held up for the past few days because of illness of Wallace Beery, who plays the leading role. Star is suffering an attack of laryngitis, which has temporarily deprived him of his voice.

Sign Up Carol Lombard

For being a good little chorus girl in "The Best People" Carol Lombard has been presented with a featured player's contract.

Moorhead Gets Part

Natalie Moorhead has been assigned a part in "Ex-Mistress," on the Warner lot.

To Start Work On Hammerstein Epic

Leighton Brill and Milton Douglas left for New Orleans this morning with a cameraman to film atmospheric scenes for the third Romberg-Hammerstein film to be produced by Warner's.

Although actual production will not be started on this picture for at least four months, that much time will be needed in preparation because of the nature of the story.

No More Trips In All the World Like This for Indie

The slogan, "In All the World, No Trip Like This," affixed to Catalina Island exploitation, is verified to be truth by an Indie producer, who took a troup of players and technicians to the island figuring on remaining two weeks and returned in four days. He reports that $7.50 per head, no matter how many heads rested in a bed was bank-roll suicide and that the $7.50 per day rooms made the actors too ritzy.

Tab Writer to Metro

Gordon Kahn, formerly on the staff of Bernarr McFadden's New York Graphic, has signed as a writer at Metro.

Gretta in "Dark Star"

Gretta Gould has been signed to play a role in "Dark Star" at Metro.

Ann Harding's Newest

"Greater Love," Ann Harding's new starring vehicle at Pathe goes into actual production today. Ronald Lloyd is directing.

Egyptian On Air

Egyptian, Hollywood, went on the air twice a day starting yesterday. Broadcasting a series of organ programs, over KMTR, with Harold Curtiss at the console.

Police "Clink" Director

After a wild dash through Hollywood, Frank S. Shaw, assistant director for Warners, was caught by police and taken to the city clink to face a "driving while drunk" charge. Out on bail.

"HANDFUL of CLOUDS"

original story and dialogue by

Rowland Brown

for

Warner Brothers Vitaphone Productions

will be released as

"DOORWAY to HELL"

Directed by ARCHIE MAYO

The Hollywood Daily Reporter

Vol. 1. No. 4 Price 5c — TODAY'S FILM NEWS TODAY — Monday, September 8, 1930

PICKFORD TO PAR?

TRADEVIEWS

by w. k. wilkerson

Saw "Holiday" the other night and liked it. Went again the following night and liked it better. Could enjoy a third visit. Truly this is an unusual production from many points. Perfectly produced. Bag and baggage from the stage play, brilliantly cast, excellently directed and photographed.

The producers bought the play because it had great picture values, and carrying these thoughts through the entire production, they did not give it a "picture treatment." Unusual.

Wanting to know more of the "hows and whys of Holiday" went out to the Culver City plant of Pathe. Found many unusual things and they will be unusual to you, too. A perfectly run studio. Everyone on the job and happy to be there. Hardly a squawk in any direction about anything. From the big man down to the prop boy, they're all for the "head man," E. B. Derr. They will tell you he is a great fellow and knows what it is all about. Has the human angle and knows how to handle men. The whole lot seemed to be satisfied with everything. What an organization.

If I were an exhibitor and knew such a thing existed as the Pathe lot, I would run to the nearest exchange and book all the pictures they had. That crowd can't miss. With everybody working as they are, good pictures are bound to be the result. You can take this as a tip if you want. Mr. Exhibitor. I believe you will cash on it when you balance your books at the end of the season.

•

Here is an angle of what sound has done to production costs. Columbia sent a company on location a few days ago; the cast was comprised of five people but the location troupe numbered NINETY EIGHT, most of them sound men and people required in the recording of sound. In the silent days the company would not have numbered more than twenty and would have required only two or three hours to shoot. But with sound, on this particular picture, more than two days were spent in getting the proper setup tests, etc., etc.

Changes At United Artists May Make It Probable "Our Mary" Return To Her Old Banner

With United Artists slated to go into the hands of Howard Hughes, Mary Pickford is reported negotiating with Paramount for a 100 per cent distribution of her future productions.

It's a cinch, if closed, Douglas Fairbanks will follow if he can find the right stories and keep his mind off the English shores. Mary is said to have never been completely sold on the plan of U. A., due to the fact that with the few pictures made by that crowd it was highly speculative to come out on the long end of the profits.

With her product in Paramount she will receive complete financing of each picture the same as Harold Lloyd and will get the big breaks in all Publix houses and be gambling nothing but her time.

Chaplin will continue to make pictures when and if he feels like it and

Continued on Page 4)

AMPA LINES UP ANTI-CENSORS

New York—With Arthur James elected to head the board of a movement toward abolishing censorship in the six remaining states, the AMPA sponsoring the campaign has secured the co-operation of Jack Alicoate, Martin Quigley, Red Kann, Warren Nolan and Pete Woodhull to assist in the fight.

•

West Coast Cut

Twenty-two assistant managers and almost that many secretaries are at liberty today in Los Angeles, as a result of Fox West Coast's week-end edict that managers of all but de luxe houses must do without assistants and secretaries. Ruling affects houses in Southern California Division only, and is part of a recent economy wave.

•

R-K-O PREPARES FOR "CREATION"

With secret preliminary preparations now under way, R-K-O will soon announce an entirely new departure in talking pictures with the forthcoming production of "Creation." The film, it is claimed, will probably top anything yet attempted at the Gower street lot in point of production expense.

Story will be similar in type to First National's "Lost World" produced several years ago, and will contain much trick laboratory work in the form of animated miniatures. Harry Hoyt, who directed the First National film, has been working on the "Creation" story, and will probably be prominently identified with its production.

Passion Bait

A new kind of flower that can't be purchased in a florist shop has been propagated in the local night clubs. It is known to the younger set and the ultra-sophisticated as "The Passion Flower."

It is planted by the wise sheik who accidently drops cigarette ashes into the sheba's teacup, which generally has an instantaneous effect on the drinker to go haywire or make merry hey hey.

Lewin Recuperating

Al Lewin, associate producer at Metro, is now eastbound, where he plans to sail for Europe to recuperate from a recent illness.

Lab Workers Squawking At Conditions and Union

In a recent issue we published a story to the effect that the laboratory workers were going to strike. The union officials denied this. In conversation with laboratory workers who have been paying dues to the union for a year or more, we learn that some of the union workers are working from 12 to 15 hours a day with NO overtime.

They ask, what good is the union? We ask the same question. The delegates are not bashful in bally-hooing themselves and in holding meetings which few of the lab workers now attend, for, as one stated, "It's just a waste of time—nothing is done except ask if we paid our dues."

Upon good authority we learn that 9/10 percent of the workers are organized and paying dues, but are still

(Continued on Page 3)

STAHL REMAKES

Having just completed "The Lady Surrenders" for Universal, John M. Stahl is slated to move his megaphone over to Culver City, where he will remake four of his outstanding silent pictures for Metro. "Husbands and Lovers," "The Gay Deceiver," "One Clear Call" and "The Child Thou Gavest Me."

Hope Hampton Signed

Hope Hampton, who ran out on the movies for an operatic career, signed up Saturday for return engagements with Los Angeles Grand Opera.

•

French Production Will Turn Spanish

Universal's first two reeler featuring Slim Summerville and Eddie Gribbon, titled "Parlez Vous" is to be made in Spanish with the original cast.

The short is now running at the Carthay Circle as a comedy relief on the program featuring Pathe's "Holiday."

AL ROSEN

PLACED
REGIS TOOMEY
WITH PARAMOUNT

METRO-PATHE-WARNER SHOW NEW PICTURES

"BILLY THE KID"

Produced by Metro-Goldwyn-Mayer
Directed by King Vidor
From the story by W. N. Burns
Dialog by Laurence Stallings
Photography by Gordon Avil
Additional Dialog by Chas. MacArthur
Featuring John Mack Brown, Wallace Beery and Kay Johnson
Supporting Cast Wyndham Standing, Russell Simpson, Blanche Fredrici and Karl Dane
Running Time One hour and fifty-five minutes

And another Western blazes a trail to the box-office. As a program picture of the old west it packs enough action and laughs to please any of the millions who like their pictures to be red-blooded, he-men out of door spectacles. Should do good business for the exhibs, especially in the small towns, and houses who like their Westerns.

The story is a disappointment for it doesn't follow "The Saga of Billy the Kid" all the way through. It seems as though the title had been bought to attract the customers and instead of making a really great epic picture of the life of one of the best loved and most dashing characters that roamed the West of pioneer times, the producers have succeeded in making just another Western. True, it is far superior to the average program picture of its kind, but this is due to the direction, dialog and acting and not to the story material.

According to the picture interpretation, Billy the Kid was just an earnest young boy with a heart of purest gold who went around uplifting the community with his trusty 44's and Winchester, killing off all the nasty bad men and making the town safe for the crack sharpshooters. John Mack Brown was every bit a good honest actor throughout the entire film, but failed to convey the glamour and romance that surrounds the legend of "Billy the Kid."

Wallace Beery as Pat Bartlett, the sheriff who couldn't play straight, gave the best performance in the picture. He seems to have regained his old time talent for stealing the thunder away from the hero. Kay Johnson is charming in a meagre part as the love interest and Blanche Frederici, as the wife of Angus McSween, gives a splendid performance.

The speeches are smooth and ring true, nothing stilted about this language, and for good measure there are a number of original funny lines and a a comedy team (on the order of Gallagher and Shean) that is good for plenty of laughs. The scenic effects are, naturally, gorgeous; it is the care given the detail work with the camera which makes the big impression. The shots of Kay Johnson and John Mack Brown on horseback are particularly worthy of note and Gordon Avil has earned a big hand for his interesting picturization.

"HER MAN"

Produced by Pathe
Presented by E. B. Derr
Direction Tay Garnett
Story by Tay Garnett and Howard Higgin
Photoplay by Tom Buckingham
Photography E. Snyder
Cast Helen Twelvetrees, Phillips Holmes, Ricardo Cortez, Marjorie Rambeau, James Gleason, Harry Sweet
Running Time One hour, fifty minutes

"Her Man" is a picture we would like very much to see again when it has been cut to the proper running time. In its present form there is so much to be eliminated that it is fair to judge it only on what will probably be left in. Garnett had obviously a wow of an idea, not a new one since it deals with the regeneration of a dance-hall girl, but from many touches throughout the picture, an idea of story development that was different, beautiful and exciting. The story has big box office possibilities with a great fight at the finish. It also boasts a swell cast—everyone in the picture does great work. But the picture has too many absolutely unnecessary characters whose reasons for being there at all are never developed and only detract from the story itself and make it drag. Viz: a dance hall girl who starts out as a menace and disappears in the fourth reel, a comic while though well played by Franklin Pangborn, has no place in the picture. There is some very funny stuff furnished by Gleason and Sweet, but there is too much of it—too many repetitions of the same gags and especially bad is a scene at the end where the two drunken sailors rush in with "their gang" to the aid of the hero—a scene which turns a highly dramatic and thrilling sequence to pure farce for the moment. Here is a tense and moving LOVE story, and nothing should be allowed to really interfere with it. Too, there is a scene wherein Miss Rambeau explains that the villain died by his own knife, a fact which the entire audience was well aware of, and which furnished a real kick.

Helen Twelvetrees and young Phillips Holmes were excellent as the boy and girl. Miss Twelvetrees is a real beauty and has great talent. Ricardo Cortez, in a new type of characterization, was surprisingly good and has a good speaking voice. Miss Marjorie Rambeau, as a drunken derelict, was fine. Jimmie Gleason and Harry Sweet as the two drunks were marvelous and almost wrecked the picture with their comedy—as they would do to any picture if given the material. Photography excellent. Dialog, especially in two sequences, very good. There is no doubt that, with its title, and the material in it, "Her Man" will develop into a real attraction.

"DOORWAY TO HELL"

Produced by Warner Bros.
Directed by Archie Mayo
Story by Rowland Brown
Adaptation and Dialog by Rosener
Featuring Lewis Ayres
Photography by McGill
Supporting Cast—Charles Judels, Leon Janney and Dorothy Mathews

If the public is still interested in pictures of the underworld this shouldn't have too much trouble in making the price of admission at the box office. The title is a good come-on and the picture is better than the average gangster form of entertainment.

The plot boasts of two original twists. The love interest does not turn traitor and betray the hero, and there is no stock comic relief. The author had an excellent idea and evidently knows his underworld, but somewhere along the line his idea was muffed and consequently the picture lacks real dramatic punch. The director has failed to sustain genuine interest and has not completely developed the important details of the picture. In its present state the story drags and is loosely joined in spots. A little re-edting should fix it up and give a better build-up to the climax.

Lewis Ayres in the role of the leader of the racketeers will be a distinct shock to those who have seen him in "All Quiet on the Western Front" and "Common Clay." His acting never rang quite true as the hardboiled, well-dressed gangster and most of the time he appeared to be just a good looking young boy. He did well in the part but casting him as a juvenile is a better bet. Leon Janney in a small role as the gang chief's brother registered big and the supporting company was well chosen as to type and acting.

McGill has done a fine job with the photography. The picture is neatly set up and the dialog less stilted and more natural than most of what is handed out as the "real thing" in underworld palaver. If there had been one or two less times where someone said "Come Clean" the picture would have distinguished itself on still another score.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

..... Use This Blank and Mail to .....

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name _____
Address _____
City _____
Occupation _____

Thank You

for the brilliant portrayal of your splendid roles, in the picturization of the Abraham Schomer and George Broadhurst sensational Broadway success . . . .

"TODAY"

Majestic Pictures Company, Ltd.

takes this opportunity of thanking . . .

CONRAD NAGEL—CATHERINE DALE OWEN
Judith Vosselli, Sarah Padden, John Maurice Sullivan,
Julia Swayne Gordon, William Bailey, Edna Marion,
Robert Thornby and Drew Demarest

and the following personal staff who so ably assisted in the making of "TODAY," . . . .

Mr. Walter Ford Tilford	Production Manager
Melville Bud Shyer	Assistant Director
Jimmie Howe	Cinematographer
Al D'Agostino	Art Director
L. E. Tope	Sound Recorder
Leonard Ross	Assistant Production Manager

also to TEC-ART STUDIOS and its entire personnel for your efficient and capable co-operation in the production of the film . . . .

and to you

WILLIAM NIGH

for your masterful direction, which places "Today" among the outstanding productions of the year.

Yours very sincerely,
HARRY SHERMAN, Pres.
Majestic Pictures Co., Ltd.

NEW YORK
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS OF NEW YORK FOLLOWING PREMIERE SHOWING OF NEW RELEASES.

"SEA GOD"

at Manhattan and Brooklyn Paramount Theatres

Mordaunt Hall: N. Y. Times — "It is a production that should be very entertaining for children. An ably directed fantastic affair. Implausibility is its middle name."

Boehnel: N. Y. Telegram: — This latest of the screen's romantic melodramas is only fair to middling entertainment.

Rose Pelswick: N. Y. Evening Journal — The "Sea God" is a good program film that should have been better considering the material, both story and scenic.

Irene Thirer: Daily News — Three Star rating. Thoroughly entertaining program picture. Swift and Thrilling saga of the South Seas.

Bland Johaneson: Daily Mirror — Dialogue slows it up and frequently introduces absurdities. This kind of story should have been a silent movie.

Julia Shawell: Evening Graphic — A novel plot carried to a romantic conclusion and acted by a capable cast makes an interesting program picture.

New York American: — Pretty wild melodrama. Story is stretched to border of burlesque but is cleverly performed.

Quinn Martin: The World — Of its kind, the effort may be looked upon as fair enough.

John S. Cohen, Jr.: New York Sun — South Sea island melodrama which makes for passable if rather placid entertainment. Won't bore you but won't stir you up.

"GOOD NEWS"

at the Capitol Theatre, New York City

Mordaunt Hall: The New York Times — This picture is as patterned and dull as it is raucous and unfunny.

Browning: N. Y. Telegram — For more reasons that one you'll find "Good News" a nifty entertainment.

Rose Pelswick: N. Y. Evening Journal — It's fair screen musical comedy that follows the stage formula.

Irene Thirer: Daily News — "Good News" suffers a good sized let down in its talkie single version. Two star rating. Just fair news in a cinema way.

Julia Shawell: Evening Graphic — "Good News" may have been a stage hit a few seasons ago but on the screen its just seven reels of bad news.

New York American: — "Good News" is fast, funny and tuneful entertainment and lives up to its name.

"THREE FACES EAST"

at the Strand Theatre, New York City

Mordaunt Hall: New York Times — Here is still further example of a dialog production that excels its mute predecessor. Roy del Ruth is to be congratulated on his direction.

Richard Watts, Jr.: Herald-Tribune — "Three Faces East" as a suave silken melodrama about debonnaire and well clad gentlemen who carry the fate of nations in their waistcoat pockets has yet to be surpassed. Talking picture.

New York American: — It is not only old fashioned, it rambles all over the lot. Compactness and adroitness are not associated with the

Quinn Martin: The World — Good, dependable entertainment acted to something like perfection in its leading roles.

Chi Circuit Withdraws From Larger Unit

Chicago—The ten theatres of the Schoenstadt circuit have withdrawn from the Coston Booking circuit, and are all set for offices of their own. This cuts Coston down to 30 houses.

ANNOUNCING
FRED CHURCH
in Six 100% Dialogue Westerns
(Powers Cinephone Recording)
WIRE, WRITE FOR OPEN TERRITORY
ASSOCIATED FILM EXCHANGES
1030 N. Sweetzer Ave. Los Angeles, Cal.

"Common Clay" Biggest Draw In Akron Field

Akron, Ohio.—"Common Clay," at the Colonial, drew biggest at the box office last week. Got a big tumble from the femmes, and rave criticisms in the papers.

Strand.—"Three Faces East," drawing good crowd and criticisms. Opinion general that Stroheim steals the show from Constance Bennett.

R-K-O Palace—"Wild Company," coupled with vaudeville, keeping house well filled. Vaudeville lineup included Joe Marks, Vercell Sisters, Rome and Dunn, Archie and Gertie Falls.

Loews.—"Dough Boys" drawing fair. Cliff Edwards getting as big a hand as Keaton.

●

"Native" Goes Big In St. Petersburg

ST. PETERSBURG, FLA.—Pictures showing here last week: at the Pheil, "Let's Go Native," "Manslaughter," and "Animal Crackers"; Alcazar, "Queen High"; Cameo. "In the Next Room."

All of the theatres here are operated by the Sparks Syndicate.

"Let's Go Native" big hit here. Paper and patron raves. "Lawful Larceny" flopped at the Pheil in spite of good notices.

●

Inces Return

Mr. and Mrs. William Ince (Ada Williams) have returned to Hollywood from a two month eastern tour.

Reason for Movie Flops

A well known comedian, working off his home lot, was asked "Who's directing your picture?" "Everyone," came the disgusted reply.

"ROMANCE" BIG LONDON DRAW

London—Business in the London picture houses was exceptionally good during the past week despite the intense heat. American pictures took off top honors in patronage. The best business of the week was done by Metro-Goldwyn-Mayer's "Romance," which just finished its second week at the Empire. Next in favor was "All Quiet on the Western Front," in its nineteenth week at the Alhambra. "Raffles" finished five weeks at the Tivoli and is still going strong. "The Big Pond" is going very good at the Carlton. It has been there three weeks.

●

New Exploitation Idea

The Warner gang pulled a new one in exploiting "The Bad Man" now playing at a local theatre. They engaged a boat that looked like a rum chaser, put a big streamer across the top and cruised up and down the Pacific coast from Venice to Malibu. They had a loud speaker shouting "watch out, the 'Bad Man' will get you."

Survival of the Fittest Is the Keynote For Present Studio Reorganization...

With the firehose now playing on the burning payrolls of the various picture producing organizations, new faces will be exchanged for old, which is a logical time for

DIRECTORS
PLAYERS and
WRITERS

To place their wares before the producers in the form of type in a medium that reaches the buyers.

ADVERTISING RATES ON REQUEST

THE HOLLYWOOD REPORTER

1606 North Highland Ave.

Deep River Stuff

In one of those self-eulogizing moments, Franke Harling, composer of several musical productions and operettas, was boasting to a friend that he wrote "Deep River."

The listener stopped him with a wave of the hand and said: "That's nothing—I swam in it."

REVIVE GRIFFITH CIVIL WAR EPIC

Ghosts trod the boards last week in the Geary Theatre at San Francisco—ghosts bedecked with brand new finery, as Griffith's "Birth of A Nation," with sound effects, was presented with the S.R.O. sign out.

The sound part was accepted, but the production, with its Old Guard players of 16 years ago, was the thing. The audience sat tense as Henry Walthal, Wallace Reid, Robert Harron, Ralph Lewis, Miriam Cooper, Mae Marsh, Lillian Gish, Josephine Crowell and George Seigmann acted the stirring tale of the Civil War and the Reconstruction days.

•

Rogell Starts "Aloha" Sept. 20

Al Rogell will start shooting on the Tiffany production "Aloha" Sept. 20th. The cast so far consists of Raquel Torres, David Manners, Karl Dane, Edmund Breese and Otis Harlan. Estelle Taylor penciled in but not signed yet. Production at Metropolitan studios under supervision of Rudolph Flothow.

•

Westcoast in Production

Westcoast Productions are starting "The Trail of the Golden West" under Lee De Cordova, with Buffalo Bill, Wanda Hawley and others. Story by L. V. Jefferson.

•

FOX TO TRY NEW STORY SYSTEM

With selection of Albert Lewis to head the west coast studio department of Fox, a new system of selecting stories will be installed.

It is their intention to establish an international network of scouts for suitable screen material and by this extensive system an attempt will be made to read every worthwhile novel, play, short story and original article.

In addition to this, all scenarios must be completed and approved three months in advance of the proposed production starting date. This will enable them to carry out the necessary preliminary production arrangements.

•

Schlessinger Returns

Leon Schlessinger, producer of Warner's "Looney Tunes" cartoon series, has returned from an extended vacation tour of Europe.

Much Competition Forces Big Bootleggers' Merger

Los Angeles.—Bootleggers, not to be outdone by film magnates, are proposing to merge their interests for the common good of the racket, it was learned by a Daily Reporter representative today, from an individual with an 'inside' on the movement for closer co-operation between seller and consumer.

It was explained that price cutting between the 'boys' in the racket has worked havoc with the dispensers of the 'real' thing, and cut deeply into the profits. Now it is proposed to form an association, have a set standard of prices, use good 'alkie,' and a clearing house for checks, good and bad, and a blacklist too, so if a customer slips over one bouncing piece of paper, he is without a bootlegger until he makes it good.

And it is further mentioned that the town will be put into zones. Certain of the 'boys' to handle all trade in his particular zone, and so on, with a regular telephone exchange system with as many off-shoots for emergency purposes as an octopus.

Speakeasies will not be allowed to sell "bottle goods," only beer or "hard" stuff by the drink, and "bottle goods" men will not be permitted to run speakeasies. The racket is to be "respectable" with business ethics, it is said.

"There are too many gettin' in the game," it was explained, "and the guys wot's comin' in is a detriment 'cause they don't know the 'stuff,' and besides the racket is gettin' overdone with a lotta punks."

Seven New Houses To Fox String

New York—Between now and the first of next year Fox Theatres will build new houses in Brooklyn, Utica, Hackensack, Ossining, Albany and Milwaukee, adding 18,300 seats to its string.

•

"Masked Rider" Started

"The Masked Rider," under David Kirkland's direction, and starring Fred Church, with Dorothy Kaye, goes into production at the Cinephone Studios this week. Robert Horner is distributing.

•

"Angels" Boston Sell Out

Boston—"Hell's Angels" banged here on its opening night, with 2000 prospective patrons turned down at a $2 top.

•

Webb to Direct "Opera"

Harry Webb will direct a series of westerns for Syndicate release, starring Starlight, the horse. Production starts immediately at the Cinephone Studios.

•

Finis Fox Recuperating

Finis Fox, screen writer and brother of Edwin Carewe, is recovering from a recent illness.

•

Shaw Not Jailbird

The practice of using prominent names of screen workers when in a jam or for imprinting on the police blotter is still carried on by the plumbers, shoe clerks and boiler makers, as in the case of one Frank S. Shaw reported to this paper as an assistant director for Warners.

The party was charged with "driving while drunk," but it is not the Frank Shaw known in the picture colony as an assistant director and without a jail record to-date.

Fighting Caravans Sonora Bound

Otto Brower and David Burton, assigned to direct "Fighting Caravans" starring Gary Cooper for Paramount will leave here next Wednesday (10) for Sonora, California, to film the wide open spaces for the western epic.

•

"Reaching for Moon" To Probably Start Oct. 6

Though "Reaching For the Moon," a long contemplated picture to be produced by Irving Berlin for U. A., has been postponed as often as wind changes, everything looks like a possible starting date for October 6.

Edmund Goulding, engaged to direct the picture, has a leave of absence from Paramount until Dec. 15, so there is a possible chance if it doesn't start on time he will have to get the leave extended.

Lloyd Nosler, formerly scenario editor for Inspiration, goes on payroll at this studio to handle the editorial work next week, so it looks like the Oct. 6 date is definite.

•

Cast Davidson In Short

Max Davidson has been cast for a two reel Darmour Production.

6,000 Miles for Pies

While in New York on a vacation, Harry Green was recalled here for retakes in "Sea Legs" for Paramount.

Responding to orders like any soldier, his sense of humor was taxed to capacity when he found all that was needed for the added scenes was to be hit in the kisser with three pies.

Seek Original of Queer People Role

Jim Mitchell of the Los Angeles Examiner staff has been presented with an offer to portray the same role that he characterizes in "Queer People" for the Howard Hughes screen version of the book.

Mitchell's contract with the Examiner must be holding up the deal as he has not accepted or rejected the offer to date.

•

Darmour Establishes New Short Preview System

As a means of securing a better audience reaction to two reelers, Larry Darmour will establish a precedent in previewing his product by insisting on paying the exhibitor an equivalent to what he would get if he advertised the preview.

The psychology of this is to run the shorts on the regular program so that they will not solicit the usual razz often given pictures by self-styled critics who attend the theatre for nothing else.

•

Solly Ward Heading For Los Angeles Musical

New York—Solly Ward left here last night for the coast, where he has been booked by the Weber office to appear in "The Temptations of 1930," a musical now in preparation for an opening Sept. 22 at the Mayan theatre in Los Angeles.

Ward will remain there following the run of the musical, to seek a picture connection.

Hard Times Forcing Hotels To Check on Credit Accounts

General depression and scarcity of jobs in the film colony is forcing a number of hotel proprietors to polish up on their diplomacy as a means of keeping out of the red.

The higher class hotels conducting courtesy credit systems are going over each account to renew references, which, they have discovered, were good six months ago, but in a large number of cases would not hold good today. The credit manager of one leading hotel declared the turnover in rubber checks through the courtesy credit system has increased 180 per cent during the past three months. Out of this percentage of "NSF" paper, a large proportion is made good, but only after threat of incarceration, which after all is not worth the courtesy extended by the well-meaning hotels.

•

Franklin to Germany

While mystery surrounds the unexpected departure of Sidney Franklin, who is now enroute east with Joseph M. Schenck, it is rumored around Hollywood that he will go to Germany to direct the Al Jolson picture.

$250,000,000 IN PICTURES MGM LEADING WITH 75

Production plans for next season just announced reach a budget of over $250,000,000.

M-G-M heads the list with a budget of $76,000,000. Paramount comes next with $50,000,000, and Warner Bros. and First National combined with $56,000,000.

R-K-O will spend $20,000,000, with Fox a like amount. Universal expects to spend $10,000,000, while Pathe will spend $15,000,000, with Tiffany listed at $10,000,000, and Columbia Pictures, $10,000,000.

The outlook for independent producers is bright. They will also add to this healthy sum, which bespeaks prosperity for the coming months, and the chasing of old man gloom, so long an uninvited guest.

Bakewell Two-Timing

Having recently signed a long term contract with Metro, William Bakewell finds himself doing a Jekyll and Hyde by being assigned to play parts in two pictures at the same time.

The pictures are "Within the Law" opposite Joan Crawford, and "Great Meadows."

New Lead For Lowe

Leila Hyams has been engaged by Fox to play opposite Edmund Lowe in "Shepper Newfunder," Stewart Edward White's S. E. P. story selected for the first Tommy Clifford starring picture.

Yarn revolves around a boy and his love for a dog. Will be directed by Leo McCarey.

"Skippy" Ready

Paramount is about set with the story for "Skippy." John V. A. Weaver is working on the treatment and dialogue. Victor Heerman will direct.

Gavin Gordon Gets Role In "Great Meadows"

Having recently completed the lead opposite Greta Garbo in "Romance," Metro has selected Gavin Gordon for a featured role in "Great Meadows."

Par After Hoot Gibson

Paramount is now negotiating with Hoot Gibson to play a featured part in a forthcoming untitled western starring Richard Arlen.

Cast Vera Reynolds

Vera Reynolds engaged by Pathe to be featured in a short.

Ellis, Alias Granada, Finishes "Creep" Lead

Manuel Granada has just finished the juvenile lead in "The Cat Creeps," for Universal. He was formerly known as Paul Ellis.

Craft Films to Build $750,000 Coast Plant

Craft Films, Inc., of New York, where they conduct film laboratories, will build a coast plant at 6920 Santa Monica Blvd. The plant will cost $750,000, it is announced.

Indian Life New Topic For Films

LO! THE INDIAN

Redwing Production.

Directed and Photographed by Chief Redwing. Musical score by Caldwell. All Indian Cast. Five Reels. Running time 60 minutes. Synchronized but no Talk.

Here is a silent picture, carrying sound accompaniment, without any conventional story. It is on the educational type along the lines of "Moana of the South Seas." This one deals with the highlights in the life of the Navajo Indians by tracing the workaday lives of a young Indian couple, Mary, the Weaver and John, son of the Silversmith.

This should be as good a money-maker as "Moana." The public is always curious for the inside dope on how the other fellow lives and this picture offers plenty that is unusual along those lines. It should make a good attraction for a double offering in the neighborhoods and with good exploitation could be put over as a feature.

The picture opens with the marriage of John and Mary, giving in detail the peculiar ceremonies used in acquiring a wife among the Navajos. It then goes on to show the Medicine Man at work with his bag of tricks to cure snakebite or any other sickness that may overtake an Indian, and finishes up in a smashing climax with the "Mountain Song" ceremonies, which last for nine days and take place in mid-winter. These particular rites have never been seen by white men and pack a great variety of exciting scenes for an audience, especially the Warriors number and the Dance of the Plumes.

The camera seems to hold no terrors for the Indian so that Chief Redwing has been able to chronicle a perfectly natural picture of their lives and customs. The photography, however, leaves much to be desired. Chief Redwing has failed to take proper camera advantage of scene effects so that the picturization is rather dull and uninteresting. However, the offering is a novelty and should make it appeal as something different.

This is the first of a series of pictures that will record the life of every Indian tribe in America.

High Speed

Walter Weems, writer at the Sennett lot, phoned a friend who had been idle for a long time, to tell him of a possible job.

"Can you get out to Studio City in a half hour?" Weems asked.

The reply was prompt: "Boy, if it means a job I can be sitting in Sennett's lap in fifteen minutes!"

"Ex-Flame" Starts

Liberty Productions gets under way today with its first production "Ex-Flame" at the Metropolitan studios. It will be directed by Victor Halperin with Marian Nixon, Norman Kerry and Neil Hamilton in the leads. Virgil Miller will be at the camera.

M-G-M Signs Two

Rebecca and Silton have placed Hale Hamilton and Parnell Pratt in two important roles for M-G-M's production of "Within the Law." This completes the cast for Joan Crawford's next starring picture.

MENDEZ TO DO "LOST ECSTASY"

Lothar Mendez will do the Mary Roberts Rinehart story "Lost Ecstasy" for Paramount.

Asther Refuses Part

After being set with all but the dotted line, Nils Asther refused to play opposite Betty Compson in "He Got What He Wanted," for Tiffany.

Though he was offered $2,500 a week on a two weeks' guarantee, the actor objected to the story and furthermore, wants to visit William Wrigley in Chicago.

Chevalier, Ben Bernie, Will Tour Continent

Maurice Chevalier and Ben Bernie, plus orchestra, are to team up for a concert tour of the United States right after the Christmas holidays, Chevalier has announced.

Chevalier Hits "Gold"

Paris — Maurice Chevalier got a break here with an offer of $20,000 a week for two weeks. A theatre here has booked him for a November appearance at that figure.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____
Address_____
City_____
Occupation_____

THE DAILY REPORTER

W. R. WILKERSON . . Editor and Publisher

William R. Swigart, Managing Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

Executive Staff: Larry Urbach, General Manager. Harvey Gausman, Advertising Manager. Mike Molony, News Editor. Ralph Blum, General Counsel.

London office, 80 Wardour St. Paris office, 40 Rue Vignon, Berlin office, 83-84 Mauerstrasser.

Entered as third class matter at the Los Angeles Post office.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00. Foreign, $15.00; single copies 5c.

FRANCE AND GERMANY WANT EUROPE CONTROL

Paris—The leading producers of both France and Germany plus the Government heads of these two nations, are out to gather the control of all Europe insofar as the talkies are concerned.

The thing is past the rumor stage with meetings being scheduled both here and in Berlin in an effort to effect an agreement that will exclude the productions of every other nation for a European showing.

France is working on a new French quota that will completely bar American products pretty much on the same plan as has been in effect for the past two years in Germany.

The pact that is hoped to be settled at a very early date will require France to take all of Germany's product and vice versa and the combined would constitute a saturation point insofar as the exhibition of pictures in the theatres of the respective countries are concerned.

TRADE VIEWS

(Continued from Page 1)

in story after story of the same type "kills" him? How long before they learn from the box office that talkies, like plays, require good actors, right down to the smallest part—and that GOOD actors are not limited in their characterizations, but can step into nearly any kind of a role?

It is this type of talent that we feel should get a break at any studio—any time—whether or not that studio is "house cleaning." When producers stop contracting for unneeded, mediocre actors, and choose wisely only the best, regardless of their price, or those they are fairly sure can be developed into humdingers—they will have better pictures.

If they stop hiring so much deadwood that forces them to cut down on the salaries of players whom they need, they won't have to cast $250 a week leads opposite $5,000 a week stars. Every player will get his proper salary, and a good actor is cheap at ANY price.

•

ERPI

(Continued from Page 1)

all the big producers at terrific license fees covering a period of five years, plus plenty of money charged in royalties, plus a heavy handout for both recording and theatre equipment. And for it all, included no protection other than the amount they spent for the equipment, which after all, is a drop in the bucket where the license and royalties are concerned.

The bankers, the producers, and the operators of the big theatre chains are putting the matter right up to the American Telephone and Telegraph Company for an answer to "who is Erpi and what does it represent and how far will you go in protecting us in this patent suit and if you lose, what recourse will we have against Erpi for the money they have taken from us?"

The Warners have been trying for the better part of eighteen months to get an answer to the question, in view of the fact that Erpi has been pushing them around regarding the agreement that Vitaphone was entitled to a certain percentage of every dollar taken in on sound. So far they have not collected any of these dollars. In reprisal, the Warners have refused to pay royalty fees and other monies Erpi was supposed to get with the Warner production of sound.

Theatre and studio representatives are shortly to meet with the bankers in New York with the intention of getting a showdown on the whole sound question as it concerns the money they have been paying in to Erpi during the past three years for something a Federal Court claims they do not own.

AUSTRALIA BAN ON U. S. FILMS

Sidney, Australia — American films have been practically legislated out of existence for Australia by the passing of a bill providing tax of 30 per cent on the U. S. product. This tax rate kills off market for anything but "roadshow" and super-specials which would warrant increased box-office prices.

The tax bill in this country is a follow up on the New Zealand legislation recently passed, which caused a 25 per cent tax barrier to be erected against the American productions.

•

Studios Humming In England

London—British studios are humming. There is great activity in every production corner of England; at Elstree, at Twickenham, at Cricklewood and Gainsborough.

The balance sheet of British International Pictures has given the British investor added hope with the result there is a boom market on with production.

British International is soon to start the production of George Bernard Shaw's "How He Lied to Her Husband." A. E. DuPont is getting cameras ready for the production of "Cape Forlorn" with Fay Compton, who was last seen with Menjou in "Fashions to Love." "The Chinese Bungalow" is to serve as a starring vehicle for Matheson Lang. Campbell Guilan will produce "Caste" at the Nettlefold studios with Hermoine Baddeley and Nora Swinburne and Byam Shaw in the leads.

THE LOWDOWN

A well-known, in fact, famous young actor, once on the verge of stardom, has changed his name twice during his career in pictures from the rather Teutonic one presented him at birth. First it became Anglicised and then, at the height of the Valentino craze, he, being a Latin type, took upon himself a very Spanish cognomen. Not only that, but he really believed it, so that after a while, even stealing up behind him and shouting his former name, did not cause him to bat an eyelash. He prospered, but not for long and then dropped out completely. Now he is rapidly regaining his foothold in talkies and is very good too. Wouldn't it be funny if some producer, thinking he was getting a bargain, signed this fellow up because he could make both English and Spanish versions?

•

Mrs. Walter Wagner, the former Justine Johnson, arrives from New York this week, to join her husband here for a long stay. It has been many a moon since the famous beauty has set foot upon our soil.

•

Josephine Dunn, whose severe and protracted illness forced her to relinquish her M-G-M contract several months ago, is well and back on the job. Just completed a script for Tiffany.

•

Dr. Lee De Forrest, inventor of radio tubes and the Phonofilm, hied himself down to Bebe Daniels' beach house last Sunday to meet her, a blood cousin of his, for the first time. After beaming at each other with pardonable pride, Miss Daniels heard him tell of the old buccaneering days in Spanish commerce, when De Forrest's grandfather married Bebe's great-grandmother, a famous South American belle.

•

Contrary to reports that Marie Prevost had been definitely signed for the part of Aggie in "Within the Law" to be made by Radio, nothing has yet been decided in the matter.

Reverse English

One of the studio executives called a song writer into his office and asked him to write a prosperity song. The following day he was asked to take a cut in salary, as hard times were surely here.

CIRCUITS HEAR CALL OF FLESH

New York—Big circuits of the United States and Canada are facing the necessity of presenting flesh shows in addition to the picture programs, due to the weakness of the latter, according to reports here.

With the exception of Loews, stage attractions are being booked by all of the circuits. Publix is resuming the flesh policy.

•

Scissors On "Today"

Bill Nye and Harry Sherman are finishing up the cutting of the Majestic Picture "Today" which Sherman produced and Nye directed.

•

NEW YORK GETS SPANISH HOUSE

New York—Gotham is to get its first big time all-Spanish theatre when the San Jose opens at 110th St. and Fifth Avenue. Spanish musical revue and talkies to be presented, and house staff to be Spanish, too. Benjamin Sherman, president of Manhattan Playhouses, sponsored the theatre, and will be in charge of operation.

•

Frye For "Dracula"

Al Rosen signed Dwight Frye with Universal for the role of Renfield in the production of "Dracula" which is to be directed by Tod Browning.

•

LAYOFF—PAYOFF?

(Continued from Page 1)

of their unfilled contracts, while others are more agreeable to taking reasonable layoff.

Nat Finston, head of the music department, is said to have set an example for his subordinates, consenting to take a nine week lay-off at $1,500 a week, which in the ultimate would mean a loss of $13,500 to him, but some of the boys, drawing down less, are reluctant to take such a wide margin of loss in comparison to their superior officer.

The vacating of Bachman and Janis will reduce the west coast supervisor list from seven to two, with Louis D. Lighton and E. Lloyd Sheldon remaining. Bernie Fineman, released some months ago, is now working at Metro. Bennie Ziedman, who shortly followed, is now at Columbia, while Hector Turnbull has been transferred to the eastern studio.

The Hollywood Daily Reporter

Vol. 1, No. 5 Price 5c — TODAY'S FILM NEWS TODAY — Tuesday, September 9, 1930

WHO--WHAT IS ERPI?

TRADEVIEWS
by W. R. Wilkerson

This is the time of year—and it happens every year, when "big shots" go into a huddle and come out with "house-cleanings." In the frenzy on the part of producers to live down the constant cry of "Waste!" from the banks, many, too many, potentially great writers and actors get the gate.

The actors, we feel, get the worst of it. If an actor is unfortunate enough to have his contract come up for renewal just at a time when the studios are in the throes of economizing—he is, in most cases, out of luck. Unless he is among the "first twenty" he is refused a raise, asked to take a cut or let out.

The whole trouble lies in the fact that nearly every studio in Hollywood is overloaded with talent it cannot possibly use . . people they have signed up in wholesale lots . . from New York and points West . . for various reasons—few of them sound. Let a certain type of picture register at the box office and immediately the producers rush out to grab all the available actors suitable for that kind of picture regardless of what possible future could be theirs. It is this INDISCRIMINATE BUYING of talent that results in the heart-breaking let outs . . especially with the younger element that is brought here, draws a few pay-checks and never works.

Producers should realize a GOOD ACTOR is not expensive—at ANY PRICE. Those of us in the industry realize fully the vast importance of script, director, photography, etc., but to the public at large, it is the ACTORS—stars AND supporting casts who pull them in or keep them away. The talkies have brought with them a new set of standards in what is referred to as "good acting." The day of "pretty" boys and girls is gone. No longer can close-ups, ad-libs and pantomine substitute for personality, ability and the voice through which these qualities register.

When will producers stop thinking that because one college musical is a hit, fifty more just like it will click? When will they realize that making an actor "repeat" a hit performance

(Continued on Page 2)

Weeping Waltz

The Boulevard hears that the Mosconis are dancing with tears in their eyes since they opened their school of dance.

TWELVE FILMS START NEXT WK.

While the general production frame of the various studios is at its lowest ebb, 12 new features are slated to go into work during the current week.

Titles of these features are "Network," "Stolen Thunder," "This Modern World," "Luxury," and "The Man Who Came Back" at Fox; Pathe will start "The Greater Love."

Three at Paramount lists "The Right to Love," "Fighting Caravans," and "New Morals." Universal will begin work on "Cohens and Kellys in Africa," and Tiffany on "He Got What He Wanted."

Sell Out Or Lay Off Paramount Ultimatum

With a division of production between here and the Long Island studios already started, Paramount is engaged in wielding the axe on its payroll as a means of reducing expenses here sufficiently to offset the added operating costs in the Long Island plant.

With the exception of releasing J. G. Bachman and Elsie Janis from the organization as associate producers, no others of any importance have definitely closed out, yet negotiations are on with several of the high salaried boys and girls, drawing down fabulous salaries on a contract basis, to sell out or take a lay off without pay.

While production is at a low ebb at the west coast studio, Henry Herzbrun, chief legal advisor, is about the busiest person on the lot. It is his job to call each of the parties into the office and discuss an adjustment of Paramount obligations. Of the group of undesirables the music men are the hardest to deal with. Some are demanding as high as 80 percent

(Continued on Page 2)

African Company Finishes Talker

Capetown—The South African Film Trust has finished shooting its first all talker. This premier sound production of the Trust is titled "Durban."

ALL NEWSREELS WILL DUB TALK

New York—Fox, Paramount and Pathe will start describing all of their news reel shots with an off stage voice in releases starting next week. This in addition to their regular recorded sound tract at the time the scenes were taken.

Universal has been very successful with their talking reporter news reel, with Graham McNamee describing every scene. "U" does not record any sound at the time the picture is taken, but puts in the gab after it reaches the studio.

Wall Street Asking American Tel. And Telegraph For Definition A Billion At Stake In Suit

Wall Street has awakened to the fact that the entire cost of sound, better than $500,000,000 might turn into a white elephant in event M. A. Schlessinger is able to sustain a Federal Court ruling charging infringment of part of the Western Electric patents on sound, thereby demanding triple damages.

The men in charge of the financing of our major producing and theatre organizations are asking Electrical Research Products "who are you and what do you represent?" They know this company was hastily formed by the American Telephone and Telegraph Company, the father of Western Electric, to handle all their sound equipments, license fees and royalties, but will A. T. & T. and W. E. stand behind Erpi in case their patents are proven wrong and give the producers and theatres support in the face of demand of damages by Schlessinger?

At the start of sound, Electrical Research Products was the mighty Czar, supreme of all sound. They signed

(Continued on Page 2)

"DAWN PATROL" DRAWS $297,675

New York—The ten weeks' run to date of the First National production, "Dawn Patrol," has grossed $297,675 in the Winter Garden. This is tremendous business when it is considered the house only seats a little over 1400.

Phil Kornheiser Leaves Fiest For New Firm

NEW YORK—Phil Kornheiser, professional manager for Leo Fiest during the past 21 years, has resigned that post to become a partner to Edgar Leslie and Dick Powers in a new music publishing concern.

Leslie has been one of the foremost songwriters for the past 20 years while Dick Powers until eight weeks ago was western representative for Donaldson, Douglas and Gumble, publishers, with headquarters in Los Angeles.

No Personal Peeps of Barthelmess on Links

Flappers and budding sheiks hang around the pee-wee course Dick Barthelmess opened at Vine and Waring Streets, hoping to get a glimpse of the star in person, just as if Dick would make personal appearances.

Dick's face is his fortune and he wants dough everytime he shows it.

AL ROSEN PLACED FRED NEWMEYER WITH PARAMOUNT
Who DIRECTED "QUEEN HIGH" and "DEAD PEOPLE"

The EXHIBITORS *Friend*

DE FOREST PHONOFILM

"THE ORIGINAL SOUND-ON-FILM"

WHEN THERE IS BETTER SOUND DR. DE FOREST WILL BE THE FIRST TO PERFECT IT.

Install Now For Fall Business

HOLLYWOOD JUNIOR PHONOFILM

Now Only

$37.50 PER WEEK

FOR THEATRES SEATING UNDER 1000

Immediate Delivery and Quick Installation

REASONS WHY—
you should install DeForest

ITS

—PERFECT NATURAL TONE
—EASE OF OPERATION
—SIMPLICITY AND DURABILITY

No Compulsory Service Charge

FULL PATENT PROTECTION

For

Sales — Service — Installation

PHONE, WIRE, WRITE OR CALL
West Coast District Office

General Talking Pictures Corp.

1584 W. Washington Room 2, Film Exchange Bldg.
Los Angeles, Calif.
Phone MUtual 8791

HOLLYWOOD STANDARD PHONOFILM

Now Only

$47.50 PER WEEK

FOR THEATRES SEATING OVER 1000

Immediate Delivery and Quick Installation

DAVID R. HOCHREICH, Southern Division Manager

ALBERT RUSSELL, Southwestern District Manager

SIGN, DETACH AND SEND COLLECT TO OUR OFFICE

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

1201B

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Letter
WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

GENERAL TALKING PICTURES CORP.
Film Exchange Bldg.
1584 West Washington,
Los Angeles, Cal:

HAVE YOUR REPRESENTATIVE CALL AND GIVE DETAILS ABOUT DE FOREST PHONOFILM.

.....THEATRE

.....PROPRIETOR

(Collect)

THE DAILY REPORTER

W. R. WILKERSON — Editor and Publisher

William R. Swigart, Managing Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor
Executive Staff: Larry Urbach, General Manager. Harvey Gausman, Advertising Manager. Mike Molony, News Editor. Ralph M. Blum, General Counsel
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Entered as third class matter at the Los Angeles Post office.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

J. Chas. Davies, Jr. claims he struck oil down in Texas, and now awaits affluence and the chance to snap his digits at Doheny, Sinclair, Rockefeller and Morgan. He formerly produced pictures down at Culver City to the reported tune of $56,000. The bozo that financed the operas is said to be figgering with a pencil and paper just how R-K-O and Fox can make millions and he cannot make car fare. Maybe he doesn't use the right kind of pencils.

●

Walter Winchell is so thorough in his quest for gags that he's even sending out mail reprimanding his old cronies about here because they don't send in more nifties.

●

Universal can't decide just how horrible a real neck-biting vampire should be. In "Dracula," scheduled to go into production soon under Tod Browning's direction, Bela Lugosi is being considered for the title role. It's the role that Lugosi played for more than three years on the stage, and he appeared for his screen test in the identical makeup he used behind the footlights.

Browning saw it and okayed it. Everything looked fine until some front-office executive saw it and decided the makeup was too repulsive. Orders issued to tone it down, so Lugosi was called back for another screening, with instructions to appear as a more gentle and likable neck-nibbler and murderer.

●

A well-known, in fact, famous young actor, once on the verge of stardom, has changed his name twice during his career in pictures from the rather Teutonic one presented him at birth. First it became Anglicised and then, at the height of the Valentino craze, he, being a Latin type, took upon himself a very Spanish cognomen. Not only that, but he really believed it, so that after a while, even stealing up behind him and shouting his former name did not cause him to bat an eyelash. He prospered, but not for long and then dropped out completely. Now he is rapidly regaining his foothold in talkies and is very good too. Wouldn't it be funny if some producer, thinking he was getting a bargain, signed this fellow up because he could make both English and Spanish versions?

●

POLO RITZES SOUND CAMERA

New York—The United States Polo Association ejected all the sound cameramen from the camera stands at yesterday's meet, claiming that private concessions had been made for the photographing of the event. The news men knocked off a few random shots and will now lay off the balance of the International Polo event unless the Hayes Association gets an apology from the society element with full privileges to shoot as they see fit.

●

Berlin Censors Jerk "Mamba" from Program

Berlin—"Mamba" got ruled off here because it might endanger German governing prestige. Locale of picture laid in a former German African colony.

●

Tradeviews

(Continued from Page 1)

with the fans in the noiseless productions another chance in pantomime. Give the directors a chance to bring back the action and pace so lacking from the audible screen today and give back the title writers to the reading public and to those who have been unable to hear or understand the recorded speeches. And that goes for the foreign contingent, too.

THEN make the talkies—Specials—a certain few each year. Let there be plenty of time to choose stories that will bear the combination of stage and screen technique. Let there be plenty of time in which to write smooth, natural dialog and plenty of time for proper casting, rehearsal and shooting. The public will be more than glad to pay for such productions and with the assurance of good entertainment, carefully prepared, will once again storm the theatres to hear the actors talk.

There has been a great upheaval in the business management of the picture industry in order to find a way to bring back the profits. The remedies offered have been O. K. so far as the organization is concerned, but for the public it is the picture that counts and it is to the pictures themselves that the producers must look for improved business conditions. If the cost of talkies is so great, it should be worth it to cut down on the number in order to offer bait sufficiently attractive to hook the big money.

●

Wray Seeks Court Aid

Sally Wray is in court asking her mother and step father to stop interfering with her film career. Petition to be heard today.

A GOOD IDEA

Walter Pitkin, well known psychologist, who recently terminated a short term contract as story advisor for Universal pictures, is now advertising in the "Nation," a high brow publication, for famous conversations.

The professor plans to publish these in book form, which no doubt, will find a great market among the dialog writers in Hollywood.

Many Transferred In Western Houses

Several changes have taken place recently in the management of various houses in the West. Lew Clark, city manager at Ocean Park, will replace Marvin Clark as manager of the Ritz Theatre in Los Angeles. The latter having been transferred to the new Fox Wilshire Theatre.

Rex Brown succeeds George Paper as overseer of the Isis and Curran Theatres in Boulder, Colorado.

In Illinois, Max Tschander takes the place of C. S. Ferris in the management of the Fox Illinois and Majestic Theatres in Jacksonville and Paul T. Stonum takes over the managerial reins from George Montray for the Capitol and Elks Theatres in Taylorville.

●

L. A. Club Formed To Uplift Matinee

Twenty clubs and organizations of Los Angeles have joined to form a junior matinee picture council. Group, called together by Woman's University club, to battle for the "purer and finer" to be presented to the kids.

●

Lila Lee Returning Here In October

Lila Lee will be heading back to Hollywood and work in October, according to her present plans. Now taking the rest cure in Arizona. Has been there since July.

●

Goldwyn Stops

(Continued from Page 1)

covered to be impossible for the part. Then there was the director, Irving Cummings, a capable man borrowed from Fox for the picture. He was not only handicapped by a poorly selected cast, but also from too much interference from Arthur Hornblow and Sam Goldwyn.

Cummings is now back on the Fox lot preparing to direct another picture, while the Goldwyn outfit is marking time until they can get a suitable lady and a new director who can interpret the Frederick Lonsdale story as per letter, which is said to be a very difficult story to do.

WEST COAST CHECK COSTS

With further retrenchment in view, Southern California division of Fox West Coast Theatres has had an efficiency team in the field, visiting all theatres and checking minutely with managers on all operation costs. J. J. Franklin, Jack Mansfield, and Bud Lollier constitute the cost-cutting trio.

●

Goulding-Janis On U. A. Story

Edmund Goulding and Elsie Janis are rewriting "Reaching For the Moon" which is to star Douglas Fairbanks and Bebe Daniels under direction of Goulding. Picture will go into production Oct. 6th.

●

Private Preview

Winnie Sheehan, smart to the ways and tricks of the local critics, staged the first preview of "The Big Trail" in a heavily guarded projection room on the Fox lot.

Invitations were limited to studio executives on the lot and those of other studios. All were unanimous in predicting it would be a big money maker.

●

Chico T & D Theatre Stunk Out In Row

Chico, Calif.—Stink bombs and wreckage of the projection room caused abandonment of a week end matinee program at the T. & D. Enterprise house here. Trouble with operators and stage hands unions blamed for vandalism.

●

Par Signs Miriam Hopkins

Miriam Hopkins has signed contract with Paramount. To go to work at New York Studios upon finish of present stage work.

●

"Within the Law" Is Rehearsed

"Within the Law," Joan Crawford's next at Metro, is now in rehearsal, with shooting scheduled to start within the next few days. Story is dialogue version of film in which Alice Joyce was starred in 1917, adapted from Bayard Veiller's stage play. Sam Wood is directing.

●

Beery Back At Work

Wally Beery, recently on the sick list with an attack of laryngitis, has returned to work, and "Dark Star" resumed shooting yesterday. Company on location at San Pedro.

●

Johnson Being Dined

Joseph Johnson, former Commission of Public Works in New York and now some kind of an assistant to "Winnie" Sheehan, is being dined tomorrow by the Academy of Arts and Sciences at the Roosevelt.

FARM RELIEF

Walter C. Kelly, the Virginia judge, contradicts the belief that the drought is responsible for killing all the corn and wheat in the middle west. "It is true," he said, "there is very little corn to be had, but it has all been eaten up by disappointed actors, forced to walk back from Hollywood to New York."

LLOYD FINISHES THRILL SHOTS

Harold Lloyd will shoot the last of the thrill sequences in "Feet First" today, with balance of footage to be made at studio. Film contains much of the "Safety Last" type of hair-raisers, and Lloyd has been on location at downtown building-tops for the past several weeks.

The picture is scheduled to be completed by the end of this month, with the release date set for some time in October.

•

Swanson At Rialto

New York—The new Swanson picture, "What a Widow," will get a run at the Rialto after the present play of "Animal Crackers," which has about five or six weeks to go.

•

Other Openings For "Angels"

The Howard Hughes production, "Hell's Angels," will open at the Royal Alexandria and the Shubert Cincinnati on September 28. In Detroit at the Opera House on Oct. 8, and at the Pavilion in London on Oct. 27 for sixteen weeks. All at roadshow prices.

•

Norma Shearer's Next

"The Rise and Fall of Susan Lennox" is scheduled as Norma Shearer's next at Metro. Studio recently bought rights to the story, by David Graham Phillips, and is now preparing it for production.

•

Lester Vail Rumored as Mary's New Leading Man

Lester Vail, juvenile player under contract to Metro, is rumored to be slated for leading man opposite Mary Pickford in "Kiki."

•

Keefe Cast By Rosen

Cornelius Keefe, through the agency of Al Rosen, has been signed by Liberty Productions for a featured role in one of their forthcoming pictures, as yet untitled.

•

Dot Lee Femme Lead

Dorothy Lee has been cast for the leading feminine role opposite Bert Wheeler and Robert Woolsey in "Hook, Line and Sinker," their next production at R-K-O.

RKO TO SHOW BIG PROFIT QUARTER ENDING SEPT. 30

Net profits of the Radio-Keith-Orpheum Corporation for the quarter ended September 30 are likely to show substantial improvement over the previous three months when net after charges and Federal tax was $350,231.

It is also anticipated that the fourth quarter will be the best of the year. This is significant, in view of the fact that the big first quarter of 1930 produced net profit of $1,815,902, or only $284,000 less than for the entire year 1929.

•

Greta Garbo Cast For "Inspiration"

Greta Garbo's next picture for M-G-M will be "Inspiration," by James Forbes, instead of "Mata Hari," the latter having been postponed. Clarence Brown is to direct. "Inspiration" is a play with a modern French locale.

•

Just Another Idea ---Gone Wrong

One of the local syndicate fan chatter writers who boasts of knowing what will happen in the picture colony 48 hours in advance, stated in her columns that George O'Brien had washed up with Fox and would turn free lance actor.

Upon checking up with Fox, it was discovered that they had renewed the option on the actor's contract and he will remain with that organization for another year at the usual increase in salary.

•

Tongue Twister

It is reported that Universal is set on making a Spanish version of "The Cohens and Kellys in Paris."

•

Lasky To New York

Jesse L. Lasky left last night for New York, and from there will shortly leave for Europe. He is accompanied by his son.

•

West-Healy Team Up for RKO Time

Billy West and Betty Healy, the latter formerly of the Ted and Betty Healy vaudeville team, are now rehearsing for a new act to be booked over the R-K-O time.

Al Boasberg authored the skit.

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 CAHUENGA AVE. GL. 5118

Shoestring Shorts

Sound boosted production cost tremendously, but not enough to kill the semi-amateur shorts, made on the proverbial shoe string. Such is the deduction to be made from the "Spoony Melodies" series of fanciful shorts, to be made by Neil McGuire.

The first of the "Melodies," a fantastic presentation of "Cryin' For The Carolines," is now playing at all Warner theatres. It presents Milton Charles at the organ, with an eerie pictorial footage "co-starring." Total cost of the feature was about $1000.

Karl Dane Added To "New Moon" Cast

Karl Dane has been added to the cast of "New Moon," Lawrence Tibbett's current Metro production.

Metro has been experiencing a lot of difficulty with this film, and the story changes have been so frequent that the continuity is now being virtually shot from the cuff. Jack Conway is directing.

•

"Single Sin" Starts Soon

"Single Sin," with Phil Rosen directing, will start at Tiffany within the next two or three days. June Collyer, borrowed from Paramount for the film, will have the featured role.

•

Postpone Lloyd Hamilton Back Alimony Hearing

Lloyd Hamilton gets until next Monday to organize evidence proving that he is up in his alimony payments to Ethel Hamilton. Hearing in Judge Guerin's court.

•

Daylight Saving

(Continued from Page 1)

given a great portion of his personal time and that of many members of his organization for this cause.

This is the ninth time the question has come up for vote out here to meet defeat on each previous occasion.

Motion Pictures are reminding the voters of California that the industry has better than $200,000,000 invested in theatres and studios in the State and spends another $200,000,000 yearly in its boundaries and asks for consideration.

The betting is 10-1 that the bill will lose.

LIBERTY PRODUCTIONS have selected us to supervise the music for their initial picture, "EX FLAME"
MEYER SYNCHRONIZING SERVICE

WHEN IN DOUBT Ask MAX HART

Richard "Skeets" Gallagher

LIKES

The Hollywood Reporter

and congratulates
BILL WILKERSON
and his Staff
for its Publication

Booked Solid With Paramount

THE Hollywood DAILY REPORTER

Vol. 1, No. 6; Price 5c — TODAY'S FILM NEWS TODAY — Wednesday, September 10, 1930

DAYLIGHT SAVING

TRADEVIEWS
by W. R. Wilkerson

Along about the fifteenth of October, with the appearance of Chaplin's "City Lights," (or whenever it is released) the fact will be forced upon producers that there is a big market for silent pictures with synchronized scores. So far, although there has been a marked desire on the part of the public for the return of silent pictures, those in charge of production plans have been afraid to take the step on their own, thinking, no doubt, that the industry would be leaning backward in so doing. This idea, it seems to us, is entirely unfounded, for there is a big spot for silents as still a new and separate art.

When the talkies first came along, producers rushed in and put dialog to everything in sight in order to reap the profits from public curiosity. That curiosity has now worn off and consequently, business has taken a decided drop, due to the fact that quality and not quantity is now demanded in order to satisfy the great masses attending the movies.

When you stop to think that out of 300 plays produced in a year, about 20 of them are able to turn in the big money; and it takes many weeks to write these same plays; that they are rehearsed and re-hashed many times before coming into the main stem towns, and then stop to think of the way talking pictures are dashed off—so many per production schedule, it is no wonder that the public has become fed up on what is being handed out to it. It is impossible for any author to be obliged to reel out speeches in a short given amount of time, for so many pictures a year and have them sound better than childish. It is impossible to write, rehearse, shoot, cut and release a picture in six weeks' time and expect it to wow them at the box office.

Therefore, it seems reasonable that a better plan of production is needed to keep alive the public interest not only in talkies but pictures in general. Why not bring back the silent picture for the program schedule? Give the stars who were such hits

(Continued on Page 2)

Whole West Coast Industry Behind Move To Defeat Measure Up For California Vote Nov. 4th

The entire West Coast Motion Picture Industry is behind a concerted move to defeat the daylight saving measure which comes up for a vote of the people in California on November 4th.

Yesterday Louis Mayer held a meeting of representatives of all production forces and asked for cooperation for the defeat of this bill, the result being every studio is at work today on the making of trailers, with their various stars doing the talking, speaking in opposition to the measure. The trailers will be exhibited in every theatre in the State starting next Monday.

Harold B Franklin, in charge of the Fox West Coast circuit, is one of the prime movers in the fight. He has

(Continued on Page 3)

FILM AND DANCE IN CLEVELAND

Harry Shaw, manager of the State Theatre in Cleveland, pulled a nifty last week. He invited the audience to remain until the evening performances were over and then threw a big dance in the immense lobby of the house. The theatre band doing the music. There were over 1000 people participating.

It is now a nightly affair with the last evening show playing top business of the night.

•

Censors Rule Off "Young Woodley"

Melbourne, Australia — "Young Woodley," in the talking picture version, banned here by chief censor. Reason given by the official was that it was "undesirable to the public interest." Play had long run on London stage.

•

Court After Dope On MPDA Finances

New York—Court action to check up on what happens to the $100,000,000 a year income of the MPDA is impending as a result of the $300,000 suit brought against the Hays organization by Ivan Abramson and the Graphic Film Corporation.

The complaint against MPDA charges violation of the Sherman anti-trust act. Max Steur, counsel for the defense, characterized the charges as "utterly ridiculous."

We Hear

The A. L. Erlanger interests (formerly Klaw & Erlanger) are going into the production of talkies on a big scale. It is said the Selwyns, Crosby Gaige and Arthur Hammerstein will be interested. Place and date of start not determined.

The Erlanger crowd controls 70% of all theatres in the U. S.

Publix Looses Half Dozen Publicity Directors

Chicago—Publix has dropped six publicity men from the payroll. Space chiselling now up to house managers.

Sam Goldwyn Takes It On Chin For 120 Grand By Work Halt

After working ten days on the current Ronald Colman untitled picture, Sam Goldwyn discovered the production was on the wrong track and ordered it stopped after convincing himself that it would be much better to lose the approximate $120,000 already spent, than to continue on and turn out a mediocre production.

There are many reasons advanced for the picture getting off to a wrong start, but the major cause, responsible for the necessity of canning all the production, is Constance Cummings,

the leading lady, who Goldwyn imported here from the New York stage.

It was the young actress' first screen appearance and after ten days work on the picture, she was dis-

(Continued on Page 2)

•

"Hells Angels" Criterion Record

New York — "Hell's Angels" knocked the Criterion Theatre into a record last week that will take many a day to touch. In a house seating around 600 the picture grossed $20,014.

And people say business is bad.

More Openings

Fox West Coast has set a definite date for opening of "The Big Trail" in the Hollywood Chinese for Oct. 2 and "Just Imagine" at Carthay Circle, Oct. 7. Both are Fox supers slated for road show attractions.

•

Helen Kane's $50,000 In New Bankruptcy Raid

NEW YORK—Helen Kane still being bothered about that $50,000 given her by Murray Posner. New suit brought against her by Irving Trust Company, charging the money belongs in bankruptcy assets.

AL ROSEN PLACED JUNIOR DURKIN WITH PARAMOUNT
"Santa Fe Trail"; Huck Finn in "Tom Sawyer" and the starring role in "Huck Finn"

PRODUCTION NOTES

Shooting on three features will start at Columbia Saturday. They are "Madonna of the Streets," with Evelyn Brent featured, and John S. Robertson directing; "Roseland," with Barbara Stanwyck in the leading role and Lionel Barrymore directing; "Dawn Trail" with Buck Jones starred.

•

"The Man Who Came Back," "This Modern World" and "Shepper Newfounder" will go into production at the Fox lot next Monday.

•

Bela Lugosi and Alison Shipworth to "Stolen Thunder," Fox.

•

"The Barbarian," now preparing at Tiffany, will go into production early next week. Bert Glennon will direct.

•

"Stolen Thunder" starts shooting today at Fox. Hamilton MacFadden is directing.

•

Al Neitz started production on an untitled western featuring Wally Wales and Virginia Browne Fair to be released through the Big Four Exchanges.

•

Bruce Mitchell started a series of one reel travelogue shorts with sound and music for Educational release.

Charles Diltz, producer and director of Kidland Comedies for State Right has started on a second series.

•

East Bound

Fifi Dorsay, Fox player, will leave Sunday (13) for New York, to start on a six weeks tour over Fanchon and Marco time. Upon her return to Hollywood she will start work on "She Wears the Pants" for Fox.

•

Olive Borden to Gotham

Olive Borden will leave for New York within the next few days, to appear in a new play to be staged there by Al Woods.

•

Youthful Metro

Metro's "modern youth" series of yarns have been augmented by the recent purchase of "Girls Together", by Mildred Cram. Story will appear serially in a collegiate magazine.

•

Author, Director Confer On "Rebound" Script

Edward H. Griffith, who is to direct "Rebound," is on his way to confer with Donald Ogden Stewart, the author, regarding film treatment. Ann Harding to star in this Pathe production.

Compensation

Wallace Beery owes a whole lot to a character actor that resembles him. This fellow has a big Packard car, loudly painted and conspicuous. Every time some one mistakes him for Beery he takes a bow. What galls this bird is that Metro signed Wally to do the Chaney roles when he should have had the parts.

JUNIOR DURKIN AS "HUCK FINN"

After the production of Tom Sawyer, Paramount is going to do "Huck Finn" with Junior Durkin in the title role. Junior is playing the part of "Huck" in "Tom Sawyer."

•

Carver Editing "Northern"

Richard Carver is now at work editing "Vikings of the North." Carver was continuity man on this film, taken in Labrador, and dealing with life among the sealers.

•

Finish Foreign Version

Alma Real has finished with added scenes of the Spanish version of "Big House" in which she took the part of Kent's mother.

"RACKET CHEER" SURE TO CLICK

"RACKET CHEERS"

Produced by.....Mack Sennett
Featuring.....Daphne Pollard,
Marjorie Beebe, Cyril Chadwick
Directed by.....Mack Sennett
Story and Dialog by.....Waldron, Rodney, Jevnes and Weems
Running Time.....30 minutes

Mack Sennett still rolling 'em off their seats with good old fashioned slapstick comedy. Good stuff to fill the Exhibs' program and satisfy the customers.

Dialog is unnecessary for this type of comedy especially since there are explanatory titles besides but the sound recording in the chase scenes adds a lot to the comic situations. Daphne Pollard is highly entertaining and Marjorie Beebe supplies the good looking part of the picture nicely.

The trick shots are all very funny. However, the photography goes decidedly bad in a number of scenes and should be considerably improved.

Good entertainment for the kids, which means that all the grown ups will want to go too—just for a laugh.

•

Crosland Near End of Work On Operetta

Alan Crosland will finish direction of his second Romberg-Hammerstein operetta, "Children of Dreams," this week.

BIG PRODUCERS...

KNOW

WE MAKE PERFECT TITLES AND ANIMATED TRAILERS

Pacific "EVERYTHING IN TITLES" TITLE & ART STUDIO

LEON SCHLESINGER, PROP

1123 No. Bronson Ave. Just north of Santa Monica Blvd.

HOLLYWOOD, CALIF.

HOllywood 9220

Survival of the Fittest Is the Keynote For Present Studio Reorganization...

With the firehose now playing on the burning payrolls of the various picture producing organizations, new faces will be exchanged for old, which is a logical time for

DIRECTORS
PLAYERS and
WRITERS

To place their wares before the producers in the form of type in a medium that reaches the buyers.

ADVERTISING RATES ON REQUEST

THE HOLLYWOOD REPORTER

1606 North Highland Ave.

THE Hollywood DAILY REPORTER

Vol. 1, No. 7, Price 5c — TODAY'S FILM NEWS TODAY — Thursday, September 11, 1930

CLARKE PRUNING FOX

TRADEVIEWS
by W. R. Wilkerson

Heard around the boulevards—

That John V. A. Weaver turned in a great script and dialogue on "Tol'able David" for Columbia . . . . That Harry Sherman and Bill Nigh have an unusually good picture in "Today" . . . . That Wesley Ruggles has turned in some marvelous rushes during the first week's shooting on "Cimarron" . . . . That Richard Dix will surprise even his greatest admirers in the stellar role of the above picture . . . . That we were given the boloney when told by Jack Cohn that Columbia was going to have Lewis Milestone for his next picture . . . . That Ernst Lubitsch is ca-rasy to get to New York . . . . That Metro is going to do more all-German pictures . . . . That the independents have a great opportunity this year if they will only take advantage of it . . . . That Electrical Research Products are causing the boys with the money bags a lot of sleepless nights in that they are taking all and giving nothing . . . .

And too—that Eddie Cronjager made a 900 foot shot the other night on a scene for "Cimarron," using more lights and more electricians than have ever seen duty on a shot before . . . . That the importance of the casting offices in today's talkies is not recognized, which accounts for the miscasting of so many pictures and makes them so bad when finally released . . . . That there are more good directors roaming the streets out of work than there are in the studios working every day . . . .

●

Par. Foreign News

Paramount is soon to release two sound newsreels on foreign shores, France and England, with complete manufacture and assembly in these respective countries.

"Manny" Cohen, editor of the Paramount reel, has been abroad assembling a French and English staff and it is expected the reels will see a release in early October.

Levy, RKO Booker, Here Next Week

Jules Levy, booker for the R-K-O houses throughout the country, is leaving New York for Hollywood Saturday to inspect new productions in all West Coast studios.

●

Bow Remains Here, Carroll In Gotham

There has been a switch in the plans of Paramount production both East and West.

Clara Bow was to go to New York to do "Usherette." She will remain in Hollywood and do it here. Nancy Carroll will stay in the East Coast studio for the production of Dana Burnet's yarn, "Two Against Death."

Cuts $10,000 A Week In N. Y.
Further Cuts In Studios Rumor
Harley Clarke--Franklin Rift

New York—The voice of Harley L. Clarke was heard in the Fox home office here this week to the tune of a $10,000 cut in payroll and more conversation coming with its effect to tell in next Saturday's pay envelope.

Following this alarming cut, Clarke intends to carry this campaign westward until he reaches the coast, where studios will feel the sting of his dictates.

There is a report here that Clarke and Harold B. Franklin, president and general manager of West Coast theatres, are at loggerheads due to Franklin's high-handed methods in running this big string of houses and that there is to be a showdown when Franklin arrives in New York the first part of next week.

On a check up with the Los Angeles end, Franklin denies there is any disagreement at this time, or that there was one and this seems within the realm of possibility, for H. B. has accomplished wonders since arriving to

(Continued on Page 2)

"U" SERIAL WILL SHOW IN ROXY

Universal has placed its serial, "The Indians Are Coming," in the Roxy, opening this Saturday. This is the first time a serial picture has ever played this house, and the first time in many years that one of them has seen a Broadway play.

●

German Musicians Meet In Protest

BERLIN.—There was a protest meeting held in Berlin this week by the musicians who have been put out of work due to sound pictures in the theatres. Herr Schiementz, of the executive committee, presided and said that over 4,000 musicians are out of work due to talking pictures going into the 420 houses that employed them. He said the annual loss in wages was $3,200,000 and also added the $1,100,000 which had to be borne by the Federal Treasury in unployment benefits.

Broadway Houses Good and Bad

NEW YORK.—Business on Broadway last week was spotty, the big surprise packages going to the Rivoli with $54,672 on the Lubitsch picture "Monte Carlo" and the Roxy with "Journey's End" showing a drop from the previous week's business of $22,316. The Roxy got $101,200. This is bad as "Journey's End" was figured for top business.

The big gross at the Rivoli was a surprise as there was no mad raves when the picture opened.

In the other houses "Hell's Angels" showed a combined gross of $37,500 for the Criterion and Gaiety. "Abraham Lincoln" did $18,700 at the Central. "Animal Crackers" bettered $62,000 at the Rialto and the Capitol did a "bradie" with "Romance" showing a low gross of $50,625.

Jolson's Sailing Changes Booking

Because Al Jolson has booked passage for Germany on the 15th, Warner Brothers have made a quick switch at the Winter Garden, taking out "Dawn Patrol" in face of good business and shoving in "Big Boy" with the opening tonight, in order to get Al for a personal appearance.

Jolson is sailing for Germany to do an all-German picture under the direction of Fred Zelnick. There will be no English version of this story.

Erlanger Crowd Lining Up All Available Picture Material

Ostensibly gathering in talent for the stage, but in actuality lining up an ace staff for picture production, Arch Selwyn, representing the Erlanger millions, is signing up a host of actors, writers, and general production personnel.

Selwyn's instructions from the company are to grant hearing and investigate possibility of use of any

(Continued on Page 2)

Appoint Newman U. A. Music Head

Following recent resignation of Dr. Hugo Riesenfeld, Alfred Newman has been appointed the big shot of United Artist music department. Newman will conduct, score and supervise music for forthcoming productions.

AL ROSEN PRESENTS WYNNE GIBSON
A New and Unusual Personality for Pictures

QUALITY
First! Finest! Foremost! Always... Is Our Unimpeachable ... Unconditional Credo... Singularly Contributory to Commercial Goodwill... Confidence... Success!
Our Trade-Name...Long Symbolic of Engraving Leadership...Inspires and Commands the Earnest Consideration of Pacific Coast Advertisers... ...Whether Theatrical... Agency...Coast Commercial Service... or Newspaper!
With Justifiable Pride... we Offer the Most Complete and Modern Engraving Service West of Chicago ... Created to Serve You Better! Best!
COMPLETE MATRIX SERVICE
Mitchell-Herb ENGRAVERS INC.
819 SO. LOS ANGELES ST. TR-0743

THE Motion Picture DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor
Executive Staff: Larry Urbach, General Manager. Harvey Gausman, Advertising Manager. Mike Molony, News Editor. Ralph M. Blum, General Counsel.
London office, 80 Wardour St. Paris office, 40 Rue Vignon, Berlin office, 83-84 Mauerstrasse.

Entered as third class matter at the Los Angeles Post office.
Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.
Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

In order to get the English rights for "Charlie's Aunt," Al Christie, the director, has been handed a virtual supervisor in the form of Mrs. Brandon Thomas, the wife of the author of that perennial bloom. So far the lady has written four letters, running to about 300 words each, filled with instructions as to the pronunciation of names, working of gags, etc. She also sent an exact replica of the mittens and costume to be worn by Charles Ruggles as Auntie. It seems that England has been laughing at "Charlie's Aunt" for the last 47 years and doesn't wish to be disturbed by any new form of comedy.

●

Indie producer, starting a series of semi-educational features, offered a part to a cashier in a Hollywood drug store. When the girl appeared for tests the producer called her into his office, and told her to report to his casting director. As she left he warned her that the casting director had a notorious weakness for dames, and that if he made any unseemly approaches she should report the fact to him, and said he was looking for a good chance to get rid of the fellow.

Girl reported to casting director. The anticipated advances were made and the girl immediately fled back to producer's office. Before she could tell, however, the producer made the same advances. Girl's a cashier again.

●

A well known Los Angeles theatre owner has been paying a Hollywood "inventor", who claimed the third dimension was just around the corner, a weekly salary for two years so he could experiment. In two years the theatre man saw nothing of any dimension but a diminishing bankroll. So he called for a showdown, wherein the inventor brought forth his "miracle" camera, made up of parts from all the cameras on the market, and entirely worthless in itself.

The "inventor" has lost his meal ticket and is again ringing up Central Casting every night for extra work.

M. A. Schlessinger Invited Into Inner Circle of Pictures

M. A. Schlessinger, the owner of the DeForrest patents for sound, and until recently frowned on by all the highest in picture circles as an "outsider with a bootleg equipment" has been invited into the inner sanctum of the industry by Will Hays, in a bid to join the MPDA.

The fact that M. A. won his suit against Western Electric for patent infringment (the W. E. appeal not yet heard) makes this little fellow quite important. This, coupled with the fact that he announced a plan for the rehabilitation of the independents in a manner that might have shocked some of the big "Ones," makes him of further necessity to the future welfare of those who hope to command things.

SYRACUSE GETS GOOD SHOW WK.

Syracuse, N. Y.—Fox Eckel theatre, with "Song O' My Heart" got about the biggest play and raves here last week.

R-K-O Keiths, showing "Anybody's Woman," another big draw, as were the Marx Brothers in "Animal Crackers" at the Paramount.

The Strand, with "Three Faces East," had a good week.

●

Syracuse papers put Tom Thumb golf in amusement status in ad placing.

●

Loew Circuit is testing a new plan for the development of managerial timber here. Five ushers with more than six months service to their credit are receiving seven-day opportunities to function as acting managers. The youth with the greatest possibilities will be transferred to another house as assistant manager. If the plan works, will be adopted generally.

●

Paul Shay, managing director of the Paramount here, has tendered his resignation. He was recently transferred here from the Boston area.

●

Rome, N. Y.—Dark during the summer, the Strand here has reopened with films.

●

Fox To Establish Foreign Policies

While waiting for the arrival of Clayton Sheehan here to establish a definite procedure of foreign production, the Fox studios are slowing up on foreign versions. Sheehan has just returned from Europe where he made an analytical survey of the foreign market and will have much to say in mapping out the future program of Fox pictures for this outlet.

●

Dinky Golf

London—Midget golf has caught on here. Percy Broadhead, theatre owner, has opened a course at his Winter Garden, at Morecambe. Other halls in the Broadhead circuit may feature a course, it is announced.

Czech Police Stop Soviet Showing

PRAGUE.—The police of Czechoslovakia will not tolerate the pictures made by the Soviets. This was shown recently when an invited audience was gathered to look at the S. M. Eisenstien production of "Ten Days that Shook the World" and "The General Line."

There was great indignation among the spectators but the police could not be budged.

●

McGuinness Settles Contract With Fox

James K. McGuinness, associate producer at Fox, made a settlement on his contract with that organization.

His future plans have not been learned to date.

●

Old Scot House Closed

Glasgow—The Shawland's Cross, oldest movie house in Scotland, has closed. This theatre until the very last remained loyal to silent pictures.

●

CLARKE PRUNING

(Continued from Page 1)

take over 67 houses in 1927 that have grown to 521 as of this week, and this done without the aid of any stock issues or any help from the New York end in financing and the circuit is in the best condition of any string of houses in existence.

The disagreement, if there is one, seems to have originated in too much interference from the Clarke camp, which Franklin is said to have resented, having a contract calling for no interference from anyone. This contract has until April, 1932, to run.

Following the sudden lopping off of salaries and reduction in forces in the New York office a mild form of communism has taken form among the remaining employees who claim that it is bad enough to accept a cut in salary, but they can't see why they should be required to do two men's work in the present economy move.

John Zanft, who has been in Europe since Harry Arthur succeeded him, returned here this week and immediately turned in his resignation.

●

Franklin to New York

Harold B. Franklin, Pres. and Gen. Mgr. of Fox West Coast, is leaving on the Chief tonight to confer with Harley L. Clarke.

While there the question of Franklin's new contract will come up, which, it is understood, has not been signed as yet.

Clever, These Russ'

Exhibitor in Moscow, running a neighborhood house, was suffering a bad relapse in patronage. The customers were squawking about bad pictures. Then, one day, he placarded his lobby with announcements that there would be presented that night a special afterpiece. Three-sheets announced that any patron who didn't think the afterpiece alone was worth price of admission would cheerfully be given a refund. Patrons responded liberally, and not one of them found fault with added attraction.

The afterpiece was simply a pianist and vocalist rendering "Internationale," Soviet anthem. It's a capital offense not to like that.

TWO MORE FOR FOX REMAKES.

After looking at the first cut of "Men on Call" and "Tonight and You," Sol Wurtzel ordered them back into the production schedule for retakes.

"Tonight and You" will require about ten days work for the retakes. This was directed by A. F. Erickson, but the remakes will be made by Ben Stoloff.

J. G. Blystone, who directed "Men on Call," is now at Columbia and will not be able to make the added scenes. This work has been assigned to Al Santell.

●

'U' Serial Company Now On Balboa Location

Ray Taylor has moved Universal's serial company, at work on "Fingerprints," to Balboa for location. Water front and sea scenes for entire picture will be finished by end of week.

●

Toronto Puts Out Ban on Street Ballyhoo Stunts

Toronto—All street ballyhoo stunts here are banned. Rackets such as gift nights are taboo. It has hurt suburban business, exhibitors claim.

●

Daphne Pollard Signed For Twelve Shorts

Gould and Price have signed Daphne Pollard for 12 short reel pictures: 6 with Mack Sennett and 6 with Pathe. Same company also sold William Walling and Richard Kramer to Pathe for "Painted Desert."

●

Erlanger Crowd

(Continued from Page 1)

available screen star or writer with whom he can get in contact, for primary use on the Gotham stage, general idea being that once there, the picture folk will rally back to the old standard, and become interested in making movies on the East Coast. Maurice Revnes is handling the Hollywood end.

NOTES ABOUT MUSIC

Fox Cheer Up Week

Beginning Oct. 5 all Fox West Coast theatres will celebrate "Cheer-Up" week as a means of stimulating a brighter spirit of prosperity through the aid of music and good pictures.

Thematic song for the event will be "Cheer-Up" a revised lyric edition of "Cheer Up, Good Times are Coming" authored by Ray Klages and Jesse Greer and published by Robbins four month ago as a popular tune.

Extensive plans are now being made with the aid of the Chamber of Commerce in each locality to assist in putting this cheer week over with all the banners and lights necessary to make it one impressive event. Streets adjacent to all Fox theatres will be blazoned with flags and streamers, while co-operation of the merchants surrounding will aid in window displays and other moral support to incite the optimistic spirit of keeping money in circulation.

•

Kornheiser's Successor

Latest reports from New York has Rocco Vocco succeeding Phil Kornheiser, who for 21 years was professional manager for Leo Feist. Vocco was Feist's Chicago representative until six month ago, when he moved to New York to assist E. C. Mills as professional manager for the National Broadcasting company.

Kornheiser is now at head of his own music publishing company in association with Edgar Leslie and Dick Powers.

•

Lonesome Tunesters

Joe Burke and Al Dubin, composers of several First National and Warner picture hits during the past year and now in New York, are figuring on an early return to Hollywood as they claim the big town is overflowing with songwriters. The pair has been east for three weeks now and intended to stick it out until the Warners reopened, but they can't stand the pace and are willing to return here at any time now.

•

Another Short Termer

L. Wolfe Gilbert, who with Abel Baer, was another short termer in the east, but his trip to the big town was only intended for a short period. He is now back in town trying to break a hundred at golf and turning out a flock of lyrics in his Beverly Hills mansion. Gilbert contends that Hollywood is the best place to work.

•

Abe Meyer's Band Wagon

In an effort to offset the present propaganda that music in pictures is through, Abe Meyer, founder and operator of the Meyer Synchronizing Service, is issuing a house organ in which he points out the value of music and sound effects in pictures. The sheet, a four page document, if properly absorbed, will do much in bringing back a better use for music in pictures.

Harry Coe Back

After two weeks in New York conferring with executives of the Leo Feist organization, Harry Coe is back on the job as Los Angeles representative for the Feist organization. Coe has two hits in the current week's list of ten best sellers.

TEN BEST SELLERS

In sheet music along the Pacific coast for the week ending Sept. 10 shows seven pop numbers as against three picture tunes.

Order in which they appear in total volume of sales are:

"White Lies" (Pop) by Donaldson, Douglas and Grumble.
"Dancing With Tears" (Pop) by Witmark.
"Just a Little Closer" ("Remote Control," M-G-M) by Robbins.
"Kiss Waltz" ("Dancing Sweeties," WB) by Witmark.
"Swinging in a Hammock" (Pop) by Berlin.
"River of Golden Dreams" (Pop) by Feist.
"Bloom is on the Sage" (Pop) by Preeman.
"Moonlight on the Colorado" (Pop) by Shapiro-Bernstein.
"Around the Corner" (Pop) by Feist.
"New Kind of Love" ("Big Pond," Par.) by Famous.

Well Papered

With opening of "Madam Satan" scheduled for the Criterion next week, Sig Bosley, representing Robbins here, has done much in co-operating with the Fox West Coast theatres in getting all the leading department stores and merchants to give the picture and titles of the songs a special window display. This not only helps the run of the picture but will lend much to exploiting the songs in the picture.

•

Robbins Due Soon

Jack Robbins, head of the Robbins Music corporation, a subsidiary to M-G-M, will arrive here around Oct. 15 to confer with Metro studio officials on future policy of songs for Metro pictures. This will be Robbins third trip here since he merged his company with Metro two years ago.

•

Preeman's Waltz

Having made a reputation as a music publisher within the past six months with Hill Billie tunes, Morris Preeman, the largest sheet music jobber in Los Angeles, is about to enter the field of waltzing with a new number from the pens of Nat Vincent and Fred Howard. Title of the new waltz number will be "It's Time to Say Aloha to You."

Preeman started publishing music six months ago as a side line, but found his first number so profitable that he kept in the field and to-date has seven numbers in his catalog.

"Just Imagine" Songs

Through the energetic guidance of Ben Berman, Los Angeles representative of DeSylva, Brown and Henderson, much ground work for the exploiting of "Just Imagine", due at Carthay Circle Oct. 7, has been laid. Although the songs used in the picture have not yet been released, Berman has sold practically all of them to the local and national broadcasting stations for a concentrated drive a week prior to the opening. Perhaps the most valuable to the national ballyhoo of the picture will be the tie-up with the California Melody hour over the Columbia chain during the week of Oct. 7. This particular hour will broadcast at least four numbers used in the picture.

Titles of the numbers used in the picture and authored by Buddy De Sylva, Lew Brown and Ray Henderson are: "There's Something About an Old Fashioned Girl", "Never Swat a Fly", "I Am the Words and You Are the Melody", "Monkey Dance" and "Victory March". All look like sure fire box office titles.

•

Schwartz Returning

Art Schwartz, western manager of the Music Sales Corporation of America, is due back here next Wednesday (17) after a seven weeks tour of the northwest, British Columbia, Idaho, Colorado and Texas. His mission during this trip was to take inventory and start the 36 or more retail music counters taken over by the sales corporation, a subsidiary to the Music Holding Corporation owned by Warner Brothers.

•

Armstrong Mugging

Louis Armstrong, nationally known blue blower, noted for making the cornet talk, has been engaged by the Meyer Synchronizing service to furinsh the hot color effects for "Ex-Flame", a Liberty production now being made at the Metropolitan studios.

HENRY'S
6321 Hollywood Blvd.
HOLLYWOOD

WHEN IN DOUBT Ask MAX HART

SYRACUSE
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS OF SYRACUSE FOLLOWING PREMIERE SHOWING OF NEW RELEASES.

"GOOD NEWS"
at Loews State Theatre

Helen S. Brown: "Bessie Love has everything her own way in "Good News,' which is skilfully adapted from the musical comedy hit. She comes into her own at last."

Syracuse Herald: Chester B. Bahn: "Bessie Love is a real hit in "Good News." Bessie in any guise is a treat. Aside from her, there is nothing to get heated up over, although the picture is a good programmer.

The Post-Standard, Syracuse: Margaret Lance Coyne: "The musical comedy has the advantage of its predecessor in many ways, for the camera is capable of any number of tricks which would be impossible to the most clever stage director. Gus Shy is responsible for most of the picture's laughs."

"ANYBODY'S WOMAN"
at Keith Theatre

The Post-Standard, Syracuse: Margaret Lancer Coyne: "You'll have difficulty in recognizing the faultlessly turned out Ruth Chatterton as the blondined heroine in 'Anybodys Woman' at Keiths, and this difficulty will bring home to you anew the marvelous versatility of this actress who habitually broad-A's the movie public and makes them like it."

Syracuse Herald: Chester B. Bahn: "Miss Chatterton plays a typical Eagels part—a burlesque chorus gal of slightly superior morals but otherwise true to type. Gouverneur Morris' story itself, as treated for the screen by Zoe Akins is not perfect. In fact there are some glaring weaknesses, but they are forgotten in the living portrayal of Miss Chatterton."

Syracuse American: Helen S. Brown: "Miss Chatterton in a blonde wig, is always in character and her flat, nasal New York accent is as hard-boiled and true to type as anyone could wish for. Opposite her plays Clive Brook who gives a creditable performance. Paul Lucas is excellent and Juliette Compton is highly decorative and distinctly alluring as the ex-wife."

Report Empty Film Can Scheme New Source of Racket Profit

A local promoter, who has spent sometime up north at a spot on the California map not ballyhooed by the Chamber of Commerce as a good movie "location," has a stunt for getting easy money, that, if it wasn't true, would seem like a press agent's dream.

This fellow locates a sucker with anywhere from $100 upwards. He wants to make pictures, and needs a partner. His "assets" as a going concern consist of ten or more film cans, empty but for a few pieces of junk film, picked up here and there. These cans he prizes highly as worth a fortune, but the film is supposed to be unexposed. The fish is told his money is needed to have the film developed and printed. Upon getting the money the promoter goes off on a drunk. He has given the sucker no agreement, no film cans, no receipt for his money other than a verbal word or two that he is a "partner."

At least ten have been trimmed, we understand, and there is one woman who managed to get several of the worthless cans and who guards them zealously, believing they contain a fortune in celluloid. The cans cost her $1,000. The actual market value of such cans is fifty cents a piece.

This yarn is hard to believe, yet it is fact.

Glass Picked

Gaston Glass has been selected by Tiffany to play opposite Betty Compson in "She Got What She Wanted" with James Cruze directing. Alan Hale and Dorothy Christy also in the cast.

New Morals

Shooting will start on the Paramount production of "New Morals" a week from today, Sept. 18th. It will be directed by Victor Schertzinger. Bartlett McCormack did the scenario.

HOBART HENLEY RETURNS TO U

After seven years' absence from a studio where he made his start as a director, Hobart Henley will return to Universal next week to begin production on "Half Gods."

●

Two Returns Played

Due, perhaps, to the scarcity of good pictures, both the Carmel and Granada theatres, Hollywood, have played return engagements on "Romance" and "The Big House" within a month.

●

Egyptian Raises Gate

Hollywood Egyptian's admission prices, boosted from fifty cents to sixty-five for the run of "Common Clay," will remain at the higher figure indefinitely.

"Bluffer" Ready

"The Bluffer," first of Sennett's current series of twelve single reel brevities, is now cutting, and will be ready for release soon. Reel is in color and was filmed at Catalina Island, with Andy Clyde and Patsy O'Leary featured. Second of the series will start shooting soon, with Eddie Kline directing.

●

Boles For "Resurrection" And "Merry-Go-Round"

John Boles, who will be featured in "Resurrection," scheduled to go into production at Universal in two weeks, has likewise been chosen for one of the leading roles in "Merry-Go-Round," which Universal will film in November. Dialogue version of same yarn Von Stroheim made several years ago.

THE Hollywood REPORTER
TODAYS FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____
Address_____
City_____
Occupation_____

THE Hollywood REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor
Executive Staff: Larry Urbach, General Manager. Harvey Gausman, Advertising Manager. Mike Moloney, News Editor. Ralph M. Blum, General Counsel.
London office, 80 Wardour St. Paris office, 40 Rue Vignon, Berlin office, 83-84 Mauerstrasse.

Entered as third class matter at the Los Angeles Post office.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

A lot of boys and girls around town have been wondering out loud lately as to how Warner Brothers could possibly get away with using the title "Ex-Mistress" for one of their forthcoming pictures. Imagine our embarrassment if we discover upon its release that the title and story are concerned only with the SERVANT PROBLEM!

●

At a party the other evening, a man-about-town walked up to Ruth Roland, whose business ventures have netted her an immense fortune, and asked, "Miss Roland, do you know that you are one of the three richest women in America?" "Yeah?" she answered seriously, "Who are the other two?" (!)

●

Glimpsed at the Embassy: Jetta Goudal, looking anything but exotic, in a tailored suit—seemingly talking business with a couple of execs. Hollywood has not heard of her in a long time.

●

Also at the lunchers' paradise were Johnny Weaver accepting congratulations on "Turning Point" his latest book of verse, just out; Mary Duncan, expressing a yen for mink coats and Rolls Royces; Lilyan Tashman and Mrs. Eddie Sutherland looking, as always, like "What the well-dressed girl should wear."

●

We hear that Edgar Selwyn met with many unforeseen obstacles in the direction of "War Nurse," his first feature for M-G-M. If true, we hope the wear and tear on his nerves wasn't too great, for besides being one of New York's most popular hosts, Selwyn has been a fine stage director and should go far with pictures.

●

Saw Renee Adoree the other day. Five months ago the doctors told her she had only a slight chance to remain among the living. But she has pulled through—and how! Looks beautiful—the long rest did it.

"Gorilla" Cinch Smash Hit Chas. Chase Comedy Flop

"THE GORILLA"
First National Production

Directed by.....Bryan Foy
Featuring.....Joe Frisco and Lila Lee
From the play by.....Ralph Spence
Photographed by.....Sid Hicko
Supporting Cast....Walter Pidgeon, Harry Gribbon, Purnell Pratt, Edwin Maxwell and Roscoe Karns.

This will be a hit the minute the word gets around. A fast moving farce burlesque. As soon as the customers are wised up, this will make the box office look like old times. Good for a laugh from everyone.

Presenting Joe Frisco in his first full length comedy. This Frisco lad is good and on the strength of his performance in this picture should add fans to his list from all over the country. As the Garrity half of the comedy detectives, Mulligan and Garrity, he scores heavily and Harry Gribbon as his sidekick would have been great if he had toned down the voice just the least bit. Walter Pidgeon is attractively suave as Marsden, and Lila Lee looks her best.

The production has done well by the stage play in its transference to the screen. The laughs are well sustained and the changes that have been made for picture purposes have added and not detracted from the entertainment value. There is a fine original twist finish that differs from that of the play but is infinitely amusing.

There is no question that First National has turned out a comedy that will keep them laughing for a long time and to the exhibs' advantage.

●

"LOOSER THAN LOOSE"

Produced by.....Hal Roach
Released through .....M-G-M
Featuring .....Charlie Chase
Directed by.....James Horn
Photography by.....Lloyd
Dialog by.....H. M. Walker
Supporting cast....Thelma Todd, Dell Henderson and Dorothy Grainger

One of the poorest of the Charlie Chase comedies. Not much entertainment value in this one and even the small towns will recognize the poor quality.

Charlie Chase has been allowed to do too much face-making and wasn't helped along any by the poor dialog. Thelma Todd looked good and Dorothy Grainger as a gum chewing cutie managed to put across a dull part.

Chase made a goodly number of silent comedies, but the direction and dialog in his talkies have slowed up the laughs to a standstill.

Tradeviews

(Continued from Page 1)

til another piece of comic action can be pulled.

This is not an argument for the return of silent comedies but a plea for some strong improvement over the present mode of presenting short reel comedies. Sound and synchronization have added a lot to comic emphasis but so far there has been no joining of hands between action and dialog, with the result that slowness is gradually killing off some of our best tried and true comedy series. Lines in talking comedies should "speak for themselves" or be forever silent.

●

Wisconsin Convention

(Continued from Page 1)

not work out for the small man, but referred to the company as "a certain organization." He discussed at great length the newly adopted standard exhibition contract and pleaded for its adoption or ratification.

Other speakers of the day were Phillip LaFollette, candidate for governor, Oscar Hanson, sales manager of Tiffany.

Others present were Al Steffers of Minn., Martin of Iowa, Saperstien of Ill., and Kelly of New Jersey.

The convention adopted a new constitution and by-laws and also heard an outline of the new zoning protection plan submitted by the Committee of Eighteen, which plan was adopted and now becomes effective with full authority vested in board of directors.

The election of officers for the year is as follows: President, Fred Meyers of Alhambra Theatre, Milwaukee; Vice President, Andy Guttenberg of the Grand Theatre, Milwaukee; Recording Secretary, James Boden of South Milwaukee; Treasurer, Ernest Langmack of the Colonial Theatre, Milwaukee. The board of directors consists of Steve Bauer, George Fischer, Henry Goldenberg, F. J. McWilliams, George Huebner, William Ainsworth, Bert Fischer, August Berkholz, Al Kvool of the Fox Midwesco, Jack Keegan of Warner Theatre and Ed Weisner controlling an independent circuit.

Irving Cummings Will Direct "Painted Woman"

Though the painted woman has not yet been selected to play the lead in a picture of the same name, for Fox, Irving Cummings, who recently returned from a postponed production at U. A., is making final preparations to direct the story.

●

Newsreel Theatre Flops, "Nation" In

Los Angeles will not go for a newsreel theatre. West Coast tried it with the President and after three short weeks are quitting.

Synchronized versions of "Birth of a Nation" goes in Monday, Sept. 22.

●

Harry Arthur With Fox For Five Years

New York.—Harry Arthur has been given a five year contract by Harley L. Clarke for the operation of the Fox houses east of the Mississippi.

HONEYMOON LANE

June Clyde, young screen actress, and Thornton Freeland, United Artists director, will be married today at the First Methodist Episcopal Church, the Rev. Glenn Randall Phillips officiating. A honeymoon right afterwards.

●

Margaret de Mille and Bernard Powell Fineman were married in Tuscon, Arizona. Ceremony was originally scheduled for Christmas holidays.

●

Jetta Goudal, who gave up the movies a couple of years ago for interior decorating, has announced her intention to wed Harold Grieve, her business partner. Big event to be some time this fall.

●

Superior Judge Arthur Keetch granted Pev Marley, cameraman, a divorce from Lina Basquette Tuesday. Thelma Todd, actress, appeared as a witness for the cameraman who claimed undue jealously on his wife's part. Miss Basquette did not contest the action. They were married in May, 1929.

●

Romance of Jocelyn Lee and Luther Reed on the rocks. Reed, scenarist and director, claims his bride of three months was cruel. Instance cited in divorce compaint alleges caroming of ash tray on husband.

●

WARNERS NAME SHUTDOWN DAY

Actual closing date for production activity at the Warner studios is set for Sept. 20, at which time they expect to have the production of "Ex-Mistress" completed.

This will leave the studio void of all employees except the necessary office help, cutters, laboratory workers and a handful of writers who are being kept on the job to prepare stories for next season's productions.

So far as it is known now, the studio will not resume production before Jan. 1.

●

Sennett's Radio Debut Talk On "Slapstickery"

Mack Sennett made his inaugural radio speech over a nation-wide hookup this week when the studio went on for a half hour over the Columbia network. Program plugged the new type of Sennett comedies, with the producer making a brief, humorous talk on the history of slapstick.

●

Cook Returning

Grant L. Cook, vice president and general manager of Tiffany, is due to return here next Saturday and will map out a definite plan of procedure for the new year's program.

Cook has been in the east for the past six months, leaving the west coast production in the hands of Phil Goldstone and A. P. Younger.

The Hollywood Daily Reporter

Vol. 1, No. 8. Price 5c — TODAY'S FILM NEWS TODAY — Friday, September 12, 1930

LAB WAR LOOMS

TRADEVIEWS
by W. R. Wilkerson

After sitting through a great number of short reel comedies in the past few months, the thought has been driven home more each sitting that dialog has not succeeded in adding any attraction to these comedy offerings, in their present form.

The laughs of a funny picture are entirely dependent on pace. The audience must be kept at a constant high pitch and in the comedies offered so far, the action has been terribly slowed up and most of the laughs sacrificed to bad dialog, or to speech, where speech wasn't necessary.

The fault seems to be equally shared by the directors, actors, story and dialog writers. It is a well known fact that where spoken lines are used to describe the action in a picture, it is entirely unnecessary to add a lot of mugging to put over the idea. There must be one thing or another. If the laugh lies in the lines then the facial gymnastics must be cut down to a minimum or the comedy inferred is lost in the tie-up. Actors who were such hits in pantomime must learn or be taught by the directors, to tone down the facial expression and to put over the lines vocally for their laughs.

And speaking of lines—when, as and if they are used in comedy, they should be funny and not merely explanatory. Especially for short reel stuff it is essential to have the dialog writers put in gag lines. In talking pictures, it is not only the situation alone that must carry the chuckles, the lines must accentuate the comedy and have at least a spark of originality.

In the feature length farces, there is always the story itself to fall back on but in the pictures that run for fifteen or twenty minutes, and whose main object is to keep the customers in a constant uproar, there is no such thing as plot and counter plot. They rely entirely on a succession of gags to keep up the merriment and these gags must have SPEED to get across. It's no go to place a few people in front of a mike in a restaurant scene, let's say, and have them make conversation unless that conversation be

(Continued on Page 2)

Craft Film Lab. Enters Field With Big Producer Backing To Break Consolidated Hold

A laboratory film war is in the offing. The announcement that the Craft Laboratories, Inc., of New York, backed by at least one big producer, would build in Hollywood, is starting something, and that something means taking the laboratory control away from Consolidated Film Industries, who own three labs in Hollywood and as many more in New York, with a virtual monopoly on film printing.

The reported failure of Consolidated to prevent Craft Laboratory from using a developing machine, upon which Consolidated is said to own the pat-

(Continued on Page 3)

M-G-M Has New Sound Control

Metro announces a device to automatically control sound projection. It is similar to to the guide line on piano rolls. By following this line the operator may obtain the inflection, volume and volume effect, thus eliminating mistakes.

•

Wash. Operators Threaten Strike

Washington.—The booth operators are threatening a walkout in all R-K-O, Fox and Warner houses Sept. 19th., due to theatres not meeting their demands for contract submitted for the coming year. If they walk out the stage hands will go with them.

•

Sam Katz Back From Europe

New York—Sam Katz arrived yesterday from a six weeks business and pleasure trip in Europe. While abroad Katz made a thorough survey of theatre conditions in England, France, Germany and Central Europe in the interests of Paramount-Publix.

Oakie At $5,000 For Publix-Toledo

Jack Oakie opens tomorrow at the Publix Theatre in Toledo for a personal appearance of one week, then back to Hollywood for his next picture.

Oakie is a tremendous bet for Publix in any house at the present time. He is immensely popular and puts on a great act. Publix paying him $5,000 for the engagement.

•

RKO Planning 20 New Houses

Radio-Keith-Orpheum are planning the construction of 20 new houses throughout the country. Three are now in work at New York (Columbia), Syracuse (R-K-O) and Albany (R-K-O).

Done Wrong

New York—"Frankie & Johnnie," the play authored by David Kirkland, the husband of Nancy Carroll, and backed by this film star, opened last night at the Brandt Carleton in Jamaica, Long Island and was raided by the New York police. The entire cast, Kirkland and Harry Brandt, theatre operator, were placed under arrest.

Ralston In Jam With Columbia

Inability to agree on billing brought negotiations between Columbia and Esther Ralston to grief recently, when the latter was scheduled for the leading feminine role in "Dirigible," now in production at that studio. Star wanted top billing, particularly because role would mark her return to pictures after a long absence. Ralph Graves and Jack Holt have the top spot, however, so Columbia couldn't do. Which, apparently, makes it too bad for Esther.

Zone Protection, Film Values, Topic of Wisconsin Caucus

Cedarlake, Wis.—The seventeenth annual convention of the Motion Picture Theatre Owners of the State of Wisconsin was held here yesterday with the largest attendance in years.

The convention was opened by Gov. Kohler, candidate for reelection, who stressed the value of motion pictures and theatres. He spoke at great length on daylight saving and came out in opposition to it.

Abraham Meyers, general counsel for the Allied States Exhibitors, talked in behalf of Allied States and gave his viewpoint on the California anti-trust decision recently made known and regretted that the exhibitors of California were a bit too hasty in adopting the new zone protection plan, feeling that it was not fair to the small theatre owner. Meyers did not go into the mentioning of names in stating why the zoning plan would

(Continued on Page 2)

Boyd Operating For Par-Publix

Philadelphia.—Al Boyd, formerly Stanley Vice Pres., and more recently engaged in building up a string of houses in Southern New Jersey and Eastern Penna., in opposition to Stanley, has been working under cover for Paramount-Publix. This was disclosed when it became known he was going to run the Keith house here for Publix.

AL ROSEN | Is Personal Advisor to HARRY GREEN ...Now With PARAMOUNT

ST. PAUL
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS OF ST. PAUL FOLLOWING PREMIERE SHOWING OF NEW RELEASES.

"COMMON CLAY"
at Paramount

St. Paul Daily News A. C.: " 'Common Clay' is emotional melodrama of a mode that the theatre does not slip into very often nowadays."

St. Paul Pioneer Press Roger L. Simons: "In spite of a commonplace story and somewhat stodgy lines the picture has qualities that give it wide appeal."

"GRUMPY"
at the Tower

St. Paul Daily News A. C.: "It is a good sentimental and humorous performance."

St. Paul Pioneer Press Roger L. Simons: "—it is a pleasant evening's entertainment."

"RAIN OR SHINE"
at Palace-Orpheum

St. Paul Pioneer Press Roger L. Simons: "Its speedy abundant comedy and thrill moments should make 'Rain or Shine' best drawing picture in town."

St. Paul Daily News A. C.: "Along with several others of this week's Palace-Orpheum patrons, I will now begin spending the major portion of my time in waiting for the next Joe Cook movie."

Amos 'n' Andy Turn Down 20 Grand

Looked upon as an insane gesture from a pair of Radio comics, the Lucky Strike Cigarette people are still in a daze trying to figure out why Amos 'n' Andy turned down an offer of $10,000 apiece for the privilege of using their picture and names in connection with Lucky Strike advertisements.

This might be explained by the R-K-O studio press agents, who suffered many headaches in getting permission to use one of the production stills on "Check and Double Check" for publication. Apparently, they no like publicity at any cost.

●

St. Petersburg Likes "Crackers"

St. Petersburg, Fla.—Theatre business booming here with permanent residents back from vacations. Pheil cleaned up with "Animal Crackers" and "Manslaughter." The latter did not go over so big as the comedy, but made good house percentage.

"Queen High" did good business at the Alcazar. "Grumpy" and "The Man From Wyoming" double billed at end of week.

"Animal Crackers" held over extra day at Pheil.

Oh, Judge!

Attorneys in the case of The Jesse James family vs. Paramount put on a free court battle yesterday without a camera present. The judge said "Cut" —and it was over.

Three Foreigns Set For First National

Three new foreign versions will go into production at First National next week. These will include "Sintflud," the German version of "Sin Flood." Anton Pointer, Lissi Arna, Carla Bartheel and Leon Janney will be in the cast.

A Spanish picture under title of "El Desperado," made in English under the title of "The Bad Man" will go into work while "Amor Contra Amor," French for "Sacred Flame," will conclude the trio.

●

Sign Former N. Y. News Man For Paramount

Courtenay Terrett has been signed by Paramount Publix as member of the Hollywood writing department. Terrett was formerly a reporter with the New York Evening Telegram and the Morning World.

Fairbanks Jr. Gets Recall From Radio

First National has recalled Douglas Fairbanks, Jr., from Radio where they had loaned him to play the "juve" lead in "Beau Ideal." They want him for a new air story that must be produced within the next 60 days to keep up with a promise made to exhibitors.

While production on "Beau Ideal" had not yet started, Radio was agreeable to release the young actor for this emergency.

First National's new air story will not be a sequel to "Dawn Patrol," but will be made from an original by Howard Hawks, who will also direct.

●

Lab War

(Continued from Page 1)

ents does not augur well for the outlook, many claim. This combine is said to have bought up every sound developing machine patent, foreign and domestic, with most of the studio owned labs paying royalty to Consolidated as a result.

Upon good authority we learn that an official, under pay from the "Big Four" has been living at an exclusive Hollywood hotel for the past three months, and negotiating laboratory contracts now held by Consolidated. If consumated, this work will go to the Craft Laboratory upon its completion. The studios mentioned include R-K-O, Tiffany, Columbia and M-G-M. With United Artists' laboratory work leaving Consolidated and going to the Davidge Laboratory, owned by Sol Lesser, now general manager of United Artists, and the Howard Hughes' work now being done by Warners, which will go to his own plant now being erected, the Consolidated output will be crimped.

The little Indie laboratories scattered about town offer no serious menace to Consolidated, and are not bothered on that account, but it is a vast difference with Craft, who are building a plant large enough to deliver service to any studio and releasing organization.

It has been rumored for years that Eastman Films are the real backers of Consolidated, although keeping in the background, and using dummy directors on the Consolidated board. This is in order to push Eastman positive and negative stock. Dupont film has been giving Eastman a run and leads, it is said, on negative sales.

Consolidated has made a practice of buying up opposition laboratories in the past, and dismantling them, to kill competition and control the situation. For a time H. S. Yates, head of Consolidated, ran a finance company that he is reported to have made millions with, loaning money to producers. Yates loaned money to big and small, and while he lost in some instances, made up this loss on the others, we understand.

Besides, Consolidated are heavily interested in two New York banks, it is said, and several film subsidiaries in New York, among these a poster company and Wyanoak rotogravure—and a color film system bought from a cameraman.

PRODUCTION NOTES

Ralph Spence and Tim Whalen are now unravelling the dialog tangle on "Hook, Line and Sinker" which Luther Reed will start shooting for Radio within the next two weeks. The story is an original by Whalen and will feature Bert Wheeler and Robert Woolsey, with Dorothy Lee as bait.

●

After working in two German versions for First National, Anton Pointner, Carla Bartheel and Lissa Arna have been signed to long term contracts.

●

Lowell Sherman is now writing screen treatment for "Queen's Husband," in which he will direct and play a part for Radio.

●

Now working on short ends and location pick-ups, Radio expects to have the first preview of "Check and Double Check" within ten days. Amos 'n' Andy will remain here until they see the screening.

●

Frankie Beetson, recently signed to a long term contract by Mack Sennett, is to be billed in the future as Frankie Eastman.

●

Work on "Roseland" starring Barbara Stanwyck started at Columbia today.

●

Arvid Gilstrom will direct Ford Sterling in his new Christie comedy, scheduled to go into production next Monday (15).

●

Columbia's "Tol'ble David" company is now on location at Santa Cruz

●

Albert Benham, former script clerk at Pathe, has been elevated to an assistant directorship.

●

Columbia's "Dirigible" company, which recently completed location shooting at Lakehurst, is now under way with interiors at the studio.

Jean Hersholt has been chosen by Universal for the starring role in "Sutter's Gold," to go into production in the near future.

●

The second of Mack Sennett's single-reel color brevities started production today at Lake Arrowhead with Eddie Kline directing.

●

William Davidson and Andre Cheron added to cast of "Stolen Thunder," Fox.

●

Jimmy Starr and Harry McCoy are now writing the story for Ford Sterling's first Christie Educational comedy. Shooting to start on or about the fifteenth of this month.

●

"Within the Law" started today at Metro with Joan Crawford, Robert Montgomery and William Bakewell heading the cast.

●

John Robertson starts shooting on "Madonna of the Streets" today for Columbia Pictures. Story stars Evelyn Brent.

●

Jeannette Loff, now back from a week's cruise of southern waters, to prepare for her work in "Dracula" at Universal.

●

"False Alarm" is on its final lap of production. Ann Christy and Nick Stuart head the cast, supported by Tom Santschi, Ralph Lewis and Harry Bowen. Gil Whitman directing with H. Kirkpatrick as cameraman on the Darmour production.

●

Jose Bohr signed by Caddo to make the Latin-American trailer for "Hell's Angels." Sam Hardy shot the American and English versions.

●

Walter B. Leon and Neil Burns started working on the story for Johnny Hines' second picture for Educational.

LeBaron Coming With Stage Plans

William Le Baron is due to arrive here next Tuesday (16) with complete plans and details of R-K-O's entrance into the legitimate stage production of shows.

Radio has already leased the local Mason theatre where it will present its first stage production after trying it out for two or three weeks in the smaller towns of California.

The object of going in for stage productions is to try out certain plays to see how they go over, before attempting to make a picture of the material. If approved, they will use the same actors in the screen version, which will overcome a certain amount of speculation on casting and save much time and grief in rehearsing.

HENRY'S
6321 Hollywood Blvd.
HOLLYWOOD

Fitzmaurice Will Direct Colman

George Fitzmaurice has been selected by Sam Goldwyn to direct the Ronald Colman picture at United Artists which recently went on the rocks to the tune of $120,000 after having been in production for ten days.

Fitzmaurice will start all over again, it is said, instead of picking up where Irving Cummings, previous director, had left off. Story is a Frederick Lonsdale yarn.

●

Film Critic Supervises Short Subject

Welford Beaton, film critic, supervised the production of a two-reel short done in Multicolor featuring Leatrice Joy, Tannen Holtz, etc., entitled, "Way Out West." No release set.

●

Ralph Like Installs Cinephone in Studio

Ralph Like has installed a complete Powers Cinephone recording system for film and disc at his studio.

Colleen to Work

New York—Colleen Moore, inactive for past year, started rehearsals here in her role of "On the Level," a new stage show to open next month.

Sheehan North For Rogers' Confab

W. R. Sheehan left last night for points north with prints of "Just Imagine" and "Big Trail" for a surprise preview of the pictures in any theatre between here and Seattle.

While north, Sheehan will stop at Lake Tahoe to visit Will Rogers and incidentally talk over a new contract with that star.

●

Ray Johnson Leaves For New York

Ray Johnson, of Syndicate Pictures left for New York last night, after a two week stay in Hollywood lining up productions for Rayart release.

THE HOLLYWOOD REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____
Address_____
City_____
Occupation_____

THE Hollywood DAILY REPORTER

Vol. 1, No. 9 Price 5c TODAY'S FILM NEWS TODAY Monday, September 15, 1930

LEGIT RAIDING STUDIOS

TRADEVIEWS
by w. r. wilkerson

Seen and heard around the Boulevards—Columbia is right at its peak of production for all time with four pictures actually shooting and two ready for the gong . . . . And not like it used to be with CBC. They are spending real money on their product, actually buying stories and getting big people to direct and act . . . And they will turn out some good pictures . . . . We hear that Roxy will soon show up in Hollywood to witness the premiers of "The Big Trail" and "Just Imagine." There has been a lot of water passing under the bridge since this ace of all aces in the management of theatres felt the California sunshine . . . . Metro has shoved another winning hand across the table with "Those Three French Girls." No stopping that crowd; bitten with success, they are coppering it with more hits . . . .

A reporter from this sheet had a great time trying to follow "Winnie" Sheehan to his two hideaways for the preview of "Just Imagine" and "The Big Trail." Trailed him for nine hours in a car only to have a blow out, and when resuming the search, passed the preview town without knowing one of the pictures was being screened. Arrived in Frisco Friday morning to be told the second preview had been shown the night before in San Jose. Is that bad reporting or hard luck? . . . . And on the subject of Fox you should get a load of the "Grainger" enthusiasm. J. R. is bubbling as never before, which speaks of fat contracts already closed for Fox pictures . . . . Short reel comedies are getting better, much better. Producers realizing that the silent formula plus funny dialogue is the best method. Have seen two wows from the Sennett plant. . . .

•

Business in the theatres this time next month will be better than the corresponding period of last year. . . . Better pictures are the reason. All the bunk surrounding the making of talkies as they are concerned with treatment and dialogue, has been washed completely out in most cases and a better product will be the result.

New York Producers After Screen Names For Box Office Draw, Burn Up Old Time Actors

New York—Following the lines of reciprocity, stage producers here are out to get all the available screen box office names possible for this fall's frame of stage production, the same as film producers raided Broadway this time last year.

It is not looked upon as a gesture of personal revenge as much as it has brought about a change in conditions that makes the old line screen stars more attractive in the marquet

(Continued on Page 5)

CARL LAEMMLE TO NEW YORK

Carl Laemmle is leaving on the Chief today for New York. He will be accompanied by his secretary, Jack Ross and his personal aid, Dave Bader.

•

Still Rumor Fox After Columbia

NEW YORK—Rumors persist that William Fox is affiliating with Columbia Pictures, regardless of denials.

From reliable sources we learn that several under cover meetings have been held here with negotiations practically set for William Fox to re-enter the film would as an independent producer via Columbia.

•

Producers Angle For Torch Song

New York—Producers of motion pictures are falling all over themselves trying to acquire the picture rights to the new stage hit "The Torch Song." Arthur Hopkins did it for the stage and is raising the price with each offer.

The ante is said to be at the point now where it requires more than two minutes to decide on a pay over.

"Wise Child" Given Hays Treatment

New York—David Belasco has bowed to the edict of Will H. Hays regarding the stage treatment of his production of "Wise Child" and engaged Laurence Johnson to write a picture treatment for the Hays O. K.

•

PHIL REISMAN ON 'U' BOARD

New York—Phil Reisman, recently appointed sales head of Universal, has been appointed to a place on the board of directors of the company.

Deep Stuff

Bob Carney and Si Wells, under contract to write and act for Pathe, are credited with the following:

Bob: "I understand Peggy Joyce is going to get married again."

Si: "What of it? That's her business, ain't it?"

Mike Simmons A.M.P.A. Head

New York—Mike Simmons has been elected head of the Associated Motion Picture Advertisers. Charlie Barrell is Vice President and George Bilson, Treasurer. The board of directors consists of Simmons, Barrell, Bilson, Edward Finney, Hank Linet, Ralph Lund, Paul Benjiman, Eddie Klein and Vincent Trotta.

Film Stars' High Sea "Kitty" Grosses Big for Nine Days

Gross for the "Johanna Smith," remaining sister barge to the engulfed "Montfalcone," for nine days ending last Sunday is reported to be in excess of $250,000 with dice and roulette getting the long end of the take. The rest was divided between black jack, Chinese lottery and wheels of fortune with the cafe and dance floor grossing less than $500 for the period.

The syndicate which owns the "Johanna" is swimming in cream since the ill fated "Montfalcone" did a nose dive in flames to Davey Jones' Locker two weeks ago. At the time of this disaster, both barges were anchored within close range of each other between Seal Beach and Long

(Continued on Page 4)

Delebar to Represent Clarke on W. Coast

New York—H. G. Delebar, Treasurer of Fox West Coast Theatres, will return to Hollywood as Harley Clarke's official representative in all matters pertaining to the Fox West Coast circuit.

•

"Outward Bound" At N. Y. Warner's

New York—"Outward Bound" replaces "Moby Dick" at the Warner Wednesday the 17th.

WILLIAM BAKEWELL | Now Under Contract to . . . METRO-GOLDWYN-MAYER
DAVE EPSTEIN, Publicity Representative, Hollywood Bank Building, GL-4611

'THREE FRENCH GIRLS' CLICKS THREE OTHERS NOT SO GOOD

M-G-M SHOWS LAUGHING HIT

"THOSE THREE FRENCH GIRLS"
M-G-M

Direction.....Harry Beaumont
Story and Script.....
Frank Butler and Sylvia Thalberg
Dialogue.....Robert Hopkins
Photography.....Gerstatt
Cast: Reginald Denny, Fifi Dorsay, Yola D'Avril, Sandra Ravel, Cliff Edwards, George Brophy and George Grossmith.

Running time: One hour, thirty minutes.

Here is a box office wow if there ever was one. The title promises lots of fun, and the picture itself never lets down for a minute. "Those Three French Girls" accomplishes the almost impossible in a feature length talkie-comedy, maintaining as it does a furious pace from beginning to end, and balancing perfectly in by-play and speech.

The picture starts out as a gag comedy, turns musical for a moment, becomes farce, slapstick and ends as straight comedy-drama. It has everything in it but the proverbial "kitchen stove" and is, on the whole, a riot of ridiculous, hilarious fun.

The direction is splendid—Beaumont seems to have injected into the entire cast the spirit of a silly jag, never for a moment allowing his players or himself to take their comedy "seriously." This has resulted in a spontaneity which makes the picture the laugh-getter it is.

The yarn concerns three little French girls, ambitious to obtain a modiste's shop in Paris, an English earl, his gay old Uncle, and a couple of wandering musicians from Brooklyn, U. S. A. The "story" takes them from a little country jail, where the sextette first meets, to the Earl's palace in Paris, and exploits all their high-jinks en route. There are some swell gags and a lot of very funny dialogue. Also a cute song, "You're Simply Delish."

The cast is large yet so good that each one stands out in his own way. The three girls are perfectly at home in their parts, being not only French, but possessed of personality and fascinating voices; Denny comes through in a big way as the bouncing young Earl; and the team of Edwards and Brophy, especially Edwards and his ukulele, furnish a lot of guffaws. Polly Moran is a scream in the one scene alloted to her, and the funniest line of the picture emanates from her "husband" in this particular shot.

The cast works together perfectly, with no stealing of thunder, or yet a let down on personal "put over."

Last nights preview audience doubled up with laughter all the way through. And there is no reason why audiences anywhere should not do the same. Viva la ridiculous!

Pathe's "Big Money" Good Program Fare

"BIG MONEY"

Produced by.....Pathe
Presented by.....E. B. Derr
Directed by.....Russell Mack
Featuring.....Eddie Quillan
Photography by.....John Mescall
Story by.....Walter De Leon
Photoplay by.....Russell Mack and Walter De Leon
Supporting cast: Robert Montgomery, James Gleason, Miriam Seegar, Margaret Livingston

Good direction and the outstanding performance of Robert Montgomery as "Ace" Carter save this one from being classed as just another underworld picture and make it an entertaining comedy. The clever dialogue had much to do with the way in which the gags registered.

It takes the picture three long reels to get under way, but with dull moments taken out in final cutting this can be eliminated.

As for general content of story, the fans will not be disappointed, for it is a typical Quillan yarn, with Eddie as a gum-chewing, almost unbelievably naive office boy, whose phenomenal luck at gambling leads "Ace," a power in the gambling world, to join forces with him. With the luck of the one and the experience of the other, they become immensely wealthy.

Miriam Seegar, as Joan, Eddie's sweetheart, learns where all the money is coming from and then this becomes still another picture wherein the hero must choose between love and gambling. Love is again triumphant.

While merely an onlooker at a poker game, Eddie becomes involved in a murder, but everything winds up to a happy finish.

It is well acted throughout and the photography is uniformly good.

"Big Money" should do good business in the small towns where they still take their underworld pictures seriously; and should prove amusing to sophisticated audiences in the big towns, where they don't.

●

'Widow' Poor Picture For Gloria Swanson

"WHAT A WIDOW"

Produced by.....United Artists
Direction.....Allan Dwan
Story.....Josephine Lovett
Dialogue..James Gleason and Seymour
Photography.....George Barnes
Song.....Vincent Youmans
Cast: Gloria Swanson, Owen Moore, Lew Cody, Margaret Livingston, Geo. Bragiotti.

It is a great pity that so much time, money and talent could go into the making of a picture and result in such meagre entertainment as is "What a Widow." All the more so when one realizes or rather remembers from past performances Miss Swanson's marvelous and delightful flair for comedy, and then witnesses this production, wherein everyone but her does the "clowning."

Those who saw the glorious Swanson in "Manhandled" and "Madame Sans Gene" will wait hopefully during the course of "What a Widow" for the star to "be herself"—but they will be disappointed. Gloria looks more beautiful than ever, wears grand clothes and sings divinely—but she plays a giddy, silly character in a piping voice unnatural to her—and without her usual sense of humor.

Dwan, always a pace-setter, has kept things moving pretty fast and several scenes show expert handling, but he was obviously handicapped by lack of story material and a script which carried too much repetition.

A word must be said for the mounting of this production. The settings are among the most beautiful we have ever seen—unusual and exotic without being theatrical, and Miss Swanson's clothes and those of the supporting cast are as advertised—Smart.

The supporting players, including Moore, Cody, Livingston and the "two musicians", were excellent, though Moore, as the leading man and "love interest" was burdened with a colorless part. It was the star's picture—and as such, fell a little short.

Swanson's popularity will undoubtedly draw them in at the box office—but the character she portrays is too uninteresting and too artificially played to add to her following. While her speaking delivery seems to suffer from elocution lessons, her singing voice has improved—it is clear and rich—a treat.

The photography by George Barnes is exquisite and we want to credit, too, the man responsible for the "trick" shots incorporated at the end of the picture—the finest we have seen to date.

The trouble with "What A Widow" lies in that it is neither sophisticated nor naive—its public lies between these two classes of people, and as such must be stamped mediocre.

●

Laurel-Hardy Should Stick To Two Reelers

"THE RAP"

Produced by.....Hal Roach
Released through.....M-G-M
Directed by.....James Parrott
Starring..Stan Laurel and Oliver Hardy
Dialog by.....H. M. Walker
Running time.....Sixty minutes

There's nothing to rave over in Laurel and Hardy's first feature length comedy. The entertainment value gradually dies after the second or third reel and it is doubtful whether the customers will clamor for more. Laurel and Hardy are the draw for

(Continued on Page 5)

THE REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Mike Maloney, News Editor. Ralph M. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

Just got a funny slant on why a big picture has just been called off, after a hundred grand had been spent on it. A very capable director, whose talents were suited to this particular story and star, had virtually been signed to make it. However, before anything was signed, the producer of said picture, noted for his "modesty" and shrewdness, went out to play golf with two execs from another studio. The pair lost a huge amount of money to the lone producer and figured the only way to get even was to "sell" him one of their then idle directors. They succeeded. The fellow is a good director but his forte is heavy melodrama. Result: A lot of time, money—film lost. The picture would probably never have been abandoned if the man originally slated to do it had gotten the break he deserved.

Question: How shrewd is a shrewd producer?

●

The height of bad taste was reached in a Warner Brothers short (one of the "Potters" series). The reel contained a "gag" about a woman, a little boy and a rotten egg, the details of which are not fit to print. Sufficeth to say, the audience did not laugh—it was obviously disgusted, and we heard many a mumbled, "Phooey!"

●

We hear that a certain "popular" young writer is about to be presented with deportation papers. This does not exactly come under the heading of "Bad News" to anyone who has worked on the same lot with him. There are those who say he must be older than he looks, because no one could become so disliked in thirty years!

●

This paper's vote for the most beautiful and talented young lady in pictures—and that goes for anyone between the ages of nine and ninety—goes to Anita Louise, just signed by M-G-M.

●

Since Jim Mitchell is preparing for a screen career, he has engaged the services of George Lait to act as his personal press agent . . . L. B. Mayer was guest speaker over the radio program broadcast from the Breakfast Club this morning . . . Present cycle of miniature golf songs was started by Bill Raskin . . . Eddie Rubin is the youngest actor's agent in Hollywood.

●

Charlie Chaplin is understood to have given a private studio screening of "City Lights" to a select crowd the other night. All were eloquent over his latest, claiming it will change the method of film making again when released.

●

Many on the Fox lot not on the "inside" are wondering who the two bankers are that flew from New York Thursday and raised Cain on the Fox lot, causing all sorts of stories to gain circulation. The heavy-set, red faced gentleman that commanded the red Packard car must be important, for even Mr. Sheehan answered his beck and call.

●

Paul Gregory announces program of picture work, instead of return to New York stage as originally planned.

Cigarette Coupons Admit Patrons to English Theatres

London—So the business has come to this—

J. V. Bryson, Universal's head in Great Britain has tied in with a manufacturer of English cigarettes permitting the entry of patrons to any one of over 1000 odd scattered theatres throughout England on the presentation of a coupon obtained from the package of cigarettes manufactured by this company.

Bryson, working with the exhibitors, honors the coupon for its face value, in trade for Universal pictures. In other words, an exhibitor turning in $10 worth of cigarette coupons will be credited with that amount in film rental.

●

Agents Sell Acts By Air Broadcast

Considered to be a novel innovation in the realm of selling talent, Lyons and Lyons started a series of playshop sketches over KHJ last Saturday night.

The program is presented in vaudeville form with Lyons and Lyons clients participating. While it is obviously directed at studio executives who might be listening in, there is another angle in which John Public may be interested, and that is the advertising value involved in supplying talent for home entertainment.

One of the highlights on the agent's initial broadcast was the blue crooning Nora Schiller, New York stage actress, heard for the first time over the local ether waves.

●

Ben Garetson Dead

Newark, N. J.—Ben Garetson, in charge of advertising for the New Jersey division of Fox, is dead.

TACOMA SHOWS BREAK RECORDS

Tacoma, Wash.—Theatre-going is rapidly reaching its season's peak in this city. "Common Clay," plus the Fanchon & Marco "Victor Herbert" idea brought larger box-office returns at the Fox-Broadway than did the show with which this premier theatre was opened last month.

Two pictures, presented on a split-week policy, played to larger audiences at the R-K-O Orpheum theatre than did "Rio Rita," "The Bad Man" and "Top Speed," the latest big attractions.

"The Storm," opened its run in mid-week at Constanti's Riviera theatre and continued to draw heavily over the week-end. One of the biggest attractions of the year.

"Raffles" went over at Hamrick's Blue Mouse; "Moby Dick" promises to do even better.

The Fox Rialto theatre, after being in somewhat of a slump since the re-opening of the Fox Broadway, showed a $1,000 increase over the week-end with "Anybody's War." The fact that Charlie Mack is a former Tacoman aided the show considerably.

Nearly $75,000 is being spent at the R-K-O Orpheum theatre here in remodeling. Projection and sound equipment is being replaced and repaired, and the entire theatre will be re-carpeted.

Dick Barthelmess visited in Tacoma recently, renewing his friendship with Major Gen. Robert Alexander, retired. Gen. Alexander aided Barthelmess in filming of "The Patent Leather Kid."

●

Para Long Island Plant Activities

New York.—Paramount Long Island studio has engaged Irene Bordoni to make a one-reel personality short, which will contain two songs. This will be Miss Bordoni's first screen appearance since making the feature for First National a year ago.

Other activity at this plant shows final preparation being made for Nancy Carroll's next starring picture, "Two Against Death" from the original screen story by Dana Burnett. George Abbott is slated to direct.

"The Royal Family" went into production last Friday with George Zukor and Cyril Gardner directing. Complete cast for this picture lists: Ina Claire, Frederic March, Mary Brian, Arnold Korff, Charles Sterrett and Marietta Grossman.

●

Banky, La Rocque Rehearsing Play

New York—Vilma Banky and Rod La Rocque are now rehearsing for "Cherries Are Ripe," new play to be staged here shortly by Arch Selwyn.

Dear Mr. Wilkerson:

Was happy to read in the Reporter that I had turned out a fine script and dialog for "Tol'able David," but you give me too much credit. I wrote the dialogue, but the continuity was written by Charles Condon—and in my opinion it was a fine one, too.

Yours very truly,
John V. A. Weaver.

Germany Accepts News Reel of U.S.

BERLIN—The first tangible evidence of Germany's reception of American talkers was shown here on the night of Sept. 12 when Fox Movietone newsreel made its bow on 60 German screens.

The attraction featuring the landing of Coste in New York in several of the larger houses was billed above the feature attraction and made heavy draws on this score. Balance of the reel contained scenes from the recent Bombay riots and other older subjects of news value that proved to be new because of the recent ban.

Much was centered on the attraction of this particular newsreel because of the record time in which it was carried to Germany via the Mauretania and dispatched from Liverpool to Germany by airplane.

●

RKO TO DISCARD STOCK CHORUS

Radio's decision to drop musicals from its program will find nine show girls and 17 dancers without steady work so far as that company is concerned after October 6.

The girls have been under contract for the past year. Just what disposition will be made on the Pearl Eaton contract has not yet been decided.

●

Ralston to Footlights

Paramount-Publix signed Esther Ralston to be featured in a stage presentation for the Coast houses.

●

"EASIEST WAY" NOT SO EASY

New York—Pat Powers owns the rights for the silent screening of the Belasco play of years ago, "The Easiest Way," but Belasco and the author, Eugene Walters, control the dialogue rights. Powers, having been offered a lot of money for it for talkies is experiencing difficulty in getting the dialogue cleared as Walters will not answer his wires and Belasco can't do business with Powers without the author's O. K.

AITKEN PROMOTING CHAIN STORES WITH FREE MOVIES

New York—Harry E. Aitken, former president of the old Triangle Film Company, and still the active head of a company operating under that name, is here with an idea of forming a chain of stores of the self service plan, pay as you exit, and using the back part of the store for free movies.

The idea being to get a store of sufficient depth to accomodate a movie in the rear. Patrons coming in the store to make purchases can go back in the theatre, rest themselves and see their movies free.

Idea further concerns itself with getting national advertisers of household commodities to lay the money on the line for the manufacture of the pictures that will furnish the entertainment, and at the same time advertise their product.

•

UNGAR JOINS 'U' AS PRODUCER

Arthur Ungar, for the past 15 years connected with Variety, has left that organization to become an associate producer for Universal.

Though the new picture executive does not start his new duties until next Monday (22) he is now at Del Monte reading several stories from which he will select one for his initial production.

For more than six years prior to Ungar's resignation from Variety he had been western representative for the paper and is responsible for building and making the picture section of that publication a predominating factor in both news and advertising.

•

Legit Raid

(Continued from Page 1)

of a legit show than the old line "Broadway" personalities.

While the advent of talkers upset the whole scheme of Broadway production last fall, it has since reached a point where the legit producers found themselves in a critical state for lack of talent to put on new productions. What Broadway "draws" there were to be had at that time were attracted to the west at unheard of salaries to appear in pictures. They came and tried, but were handicapped greatly by lack of a universal recognition that the old standby screen stars had spent years in building up. When the Broadwayites' trial options expired without renewal they came back to Broadway and got the cold shoulder. Stage producers figured that out of the game for any length of time, they would be passe.

During this lapse of time while the Broadway stars underwent an experimental test on the coast, the stage producers sat up and began to look upon the value of well known screen box office names, with the result that screen stars were brought to New York and created sensations as b. o. draws just with personal appearances.

R-K-O Elevates Another Show Girl from Chorus

Dot Ray, one of the original Pearl Eaton contract show girls at Radio, has been selected by that company from a group of 40 to play a featured part in "Cimmaron."

This makes the third girl selected from the Eaton group for straight work in pictures. The previous two have made good and like Miss Ray, claim they are through with chorus work forever.

Producers then set out to barter with a few, as legit attractions, with the result that many, without previous stage experience but rich in universal popularity, have responded to the call of the stage and are willing to gamble with the stage producers.

The acceptance of the legit contracts works two ways for the screen artist in that they have a chance to receive stage training and in the event they click, it prepares them for a better understanding of stage technique in talking pictures. As for the producer, he takes all the chances in that if the name doesn't draw and the artist doesn't make a fair showing, he is out of luck.

As it stands now, whatever becomes of the raid on screen talent, Arch Selwyn will go down in history as the real pioneer in capitalizing and gambling on screen names to put over a show. Others are following, with the result that the motion picture producers themselves have taken the initiative to go the stage producers one better in staging their own shows as a means of trying out new plays before transferring them to the screen. In this way, they hope to utilize the services of the many Broadway actors brought to the coast and placed under term contracts.

Of the group of film producers now in the legitimate field, Warners head the list for starting with "Fifty Million Frenchmen." R-K-O plans to follow with Southern California picked as the initial try-out ground. Fox at this time is now bartering with William A. Brady and two other Broadway producers to stage a series of plays, using Fox contract players and untried plays which their staff of writers has submitted and which are now laying on the shelf.

•

"The Rap"

(Continued from Page 3)

the exhibs, but will hardly hold up on feature length pictures.

The yarn is an attempt at burlesquing the "Big House." So far as the characters of Laurel and Hardy are concerned the farce idea is carried out but it falls entirely flat on the other roles. The opening scenes contain the best of the laughs and after that the gags are a long drawn out repetition of the stuff the two reelers were made of.

Them Austins

A group of practical jokers in the midst of making merry hey-hey discovered Harry Barris' Austin bantam parked in front of the Ambassador. They picked it up and hid it behind a flower garden on the hotel lawn.

It took Harry and the rest of the Paul Whiteman "Rhythm" boys two hours to find it.

James Parrott proves nothing in his direction and has failed to sustain a good pace for the entire production. The photography, however is excellent with the exception of the fire scene wherein the dummy failed to resemble Laurel in the slightest degree. Walter Long, as "The Tiger" made a natural menace but his acting belonged more in a serious drama than a comedy.

Laurel and Hardy remain fine comedians, with a distinct style of their own but when it comes to putting them into feature comedies, something should be done about the gag situation.

"QUEEN KELLY" FOR FOREIGN

In an effort to salvage a part of the negative cost of "Queen Kelly", Gloria Productions will assemble the picture as a silent and release it in foreign spots that are favorable to stories of this type.

•

Del Ruth May Go To British Studio

Roy Del Ruth thinking it over in regard to taking up offer of Brochen Film Company to make a picture in England. Contract with Warner allows Del Ruth to make one picture outside the fold each year.

•

Spanish Talker In Demand N. Y. Distributor Reports

New York—"Alma de Gaucho," the all-Spanish dialog feature, is in tremendous demand in all of the Latin countries and Spanish quarters of the United States, it is reported by the Edward L. Klein corporation here, distributing the feature.

THE Hollywood REPORTER

TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____

Address_____

City_____

Occupation_____

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

1201B

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

DL	= Day Letter
NM	= Night Message
NL	= Night Letter
LCO	= Deferred Cable
NLT	= Cable Letter
WLT	= Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

NB7 23 100 NL-NEW YORK NY 8 SEP 8 PM 4 22

MAURICE REVNES LTD—

6777 HOLLYWOOD BLVD HOLLYWOOD CALIF

IN ASSOCIATION WITH OTHER PROMINENT NEW YORK MANAGERS I AM IN POSITION TO ENTER INTO CONTRACTS WITH IMPORTANT MOTION PICTURE STARS AND FEATURE PLAYERS TO APPEAR IN PLAYS WE INTEND TO PRODUCE THIS SEASON IN NEW YORK I THEREFORE DESIGNATE YOU AS OUR SOLE AND EXCLUSIVE REPRESENTATIVE TO NEGOTIATE WITH ANY MOTION PICTURE ARTIST THAT MAY BE INTERESTED IN MAKING CONTRACTS TO APPEAR IN A LEGITIMATE PLAY STOP WE ALSO DESIGNATE YOU AS SOLE AND EXCLUSIVE REPRESENTATIVE IN NEGOTIATING WITH SUCH WRITERS NOW IN CALIFORNIA WHO HAVE ORIGINAL PLAYS WHICH IN YOUR JUDGMENT MAY BE WORTHY OF PRODUCTION IN LEGITIMATE THEATRE REGARDS

ARCH SELWYN

Grainger Predicts Immediate Prosperity For All Industries

Basing his opinion on the fact that Fox films grossed 40 per cent more for the past six months than the preceding six months, James R. Grainger issued an official optimistic statement declaring pictures are entering a more prosperous period than they have enjoyed in the past three years.

Since as Grainger claims, "the theatre box office indicates the trend of prosperity, industry throughout the country should look to the approaching months with a smile."

Grainger is now here conferring with Fox officials and getting a peep at the inside workings of a $5,000,000 studio expansion program to be carried out at Fox Movietone City.

●

Set New Production Date For "Resurrection"

On or about September 20 has been set as the new starting date for "Resurrection" at Universal. Start last week delayed by extra finish up work on other pictures by John Boles and Lupe Velez.

●

FOX AND METRO LEAD IN WORK

Fox and Metro are leading the feature production list this week, with the former company at work on six, and the latter on five, out of a total production of 35 in the various studios. Radio, Tiffany, and Pathe are making three each, and Metropolitan, First National, and Universal, two each, Warners and Cruze trail with one apiece.

The short field is covered by Sennett, Roach, and Universal, making three, and Radio, Pathe and Tiffany a couple each.

Working this week are: Metro, with "Passion Flower," "Dark Star," "Within the Law," "The Great Meadows" and Spanish of the "Singer of Seville."

Fox: "Shepper Newfounder," "This Modern World," "Stolen Thunder," and "The Princess and the Plumber." An untitled Spanish version also under way.

Par: "Fighting Caravans," "Along Came Youth," "New Morals," and "The Right To Love."

Tiffany: "The Barbarian," "The Third Alarm," and "Single Sin."

Pathe: "Sin Takes A Holiday," "The Greater Love," "Painted Desert."

Radio: "Cimmaron," "Beau Ideal," and "Sheep's Clothing."

Metropolitan: "Charley's Aunt," (Christie) and "Ex-Flame" (Liberty).

Columbia: "Tol'able David," "Madonna of the Streets," "Roseland," "Dirigible," and "The Lion and the Lamb."

Universal: "Dracula," and "The Cohens and Kellys in Africa."

First National: Spanish version of "Sacred Flame" and German of "Sin Flood."

Warners: "Ex-Mistress."

Cruze: "Discontent."

Smith to Operate Newsreel Houses

New York — Courtlandt Smith, former head of Fox Movietone newsreel and now associated with the Translux Daylight Pictures Screen, plans to lease a number of houses throughout the U. S. for newsreel and short reel pictures.

●

Tamar Lane Homebound After Gotham Visit

Tamar Lane is now westbound from New York where he spent seven weeks making New York contacts for his semi-monthly trade paper "The Film Mercury" which is going to revert back to a weekly upon his return here.

In addition to this, Lane renewed his contract with the New York Herald-Tribune to write a Sunday page of caustic film gossip.

●

Pert Kelton's Sure Seater For Hotel Residents

Considered to be the only 100 per cent professional hotel in Hollywood, the management of the Warner-Kelton, has erected a small theatre on the roof of the building.

Here they plan to stage a series of playlets gathered from local material and acted by patrons of the hotel. Pat Harmon, a resident, will be featured in the first.

In addition to this, the hotel is building a television receiving set for experimental demonstrations and to make the institution independent from the outside world. It publishes its own weekly newspaper.

●

Film Stars Kitty

(Continued from Page 1)

Beach. More than 500 patrons were on board the fiery barge at the time and rescue parties from the "Johanna" saved all the passengers. At that time they had the opportunity of returning to shore, but the majority desired to go on board the "Johanna" and continue the day of gambling.

With only the one barge operating just outside the laws of the county jurisdiction, the "Johanna Smith" contemplates removing its palatial dance floor and cafe to make room for more gaming tables and install a counter where quick lunches and sandwiches can be served.

The gambling house on the high seas affords an opportunity for the sharks and suckers to play without loss of time required to motor or travel to Mexico.

The boat works on a percentage and whatever it is, any percentage on a $250,000 gate makes it worth while for the owners. Prior to the sinking of the "Montfalcone" $85,000 was the record gross for any one barge for a single week end.

Sign Jailor

Working on the assumption that film folk are not acquainted with the technicalities of being jailed, M-G-M has signed Clem Peoples, Los Angeles county jailor, to give the lowdown on the intricacies of making the clink. Peoples is in an advisorial capacity with the company making "Within the Law", starring Joan Crawford.

French Paramount Finish Translations

PARIS—Paramount studios at Joinville completed first two Hungarian translations of American features last week and will be ready for release next month. Titles of the subjects are: "The Doctor's Secret," and "The Woman Who Laughs."

Tibor Hegedus, director of Gaiety theatre in Budapest and director of the Hungarian translations, is slated to depart for Hollywood to discuss other features for translations and return to Paris for resumption of duties at the Joinville studios.

●

Clive Brook Returns

Mr. and Mrs. Clive Brook returned recently from an extended visit in Canada. Brook will shortly start work in "East Lynne" at Fox.

Par In Brooklyn Getting Big Play

Brooklyn, N. Y.—The current film situation in Brooklyn is running true to form with Paramount doing the bulk of business through return of Rudy Vallee as m. c. Vallee has been here two years and is continuing in his popularity.

Strand did good business with "Three Faces East," with Constance Bennett and Eric Von Stroheim building trade.

Fox celebrating second anniversary to indifferent business. Gross good but 50 cent top for tickets at this de luxe house in opposition to Paramount, cuts down the net badly.

Metropolitan (Loew) and Albee (R-K-O) with second run on "Blushing Brides" and "Holiday," respectively, did remarkably well.

●

Estabrook Novel Is Hollywood Tip-off

Howard Estabrook is now pounding typewriter in an effort to "do right by our Hollywood." Working on a novel "Illusions of Hollywood," to prove that the city has been maligned and given the berry unjustly. First edition to go 25,000.

●

Chas. Miller, who made Dorothy Dalton a star with "Flame of Yukon" was one time highest paid director, west coast manager for Equity.

BIG PRODUCERS...

KNOW

We Make Perfect Titles

AND

ANIMATED TRAILERS

Pacific
"EVERYTHING IN TITLES"
TITLE & ART STUDIO

LEON SCHLESINGER, PROP

1123 No. Bronson Ave. Just north of Santa Monica Blvd.

HOLLYWOOD, CALIF.

HOllywood 9290

"WAR NURSE" BEST OF YEAR "U" O. K. WITH "EAST IS WEST

Ed Selwyn Hits With MGM Talkie

"WAR NURSE"
M-G-M

Directed by.....Edgar Selwyn
Story by.....Rebecca West
Dialogue.....Becky Gardiner
Additional Dialogue.....Joe Farnham
Photography.....Charles Rosher
Running time, 1 hour, 45 minutes.

Cast: June Walker, Anita Page, Marie Prevost, Zasu Pitts, Helen Jerome Eddy, Robert Montgomery, Robert Ames.

"War Nurse" is a superb drama of the great war. Not of its battlefields however, for it is the woman's end of "The Big Parade"—a stirring, colorful, heart-breaking picture of the war behind the lines—and the parts that women from all walks of life played in it.

Edgar Selwyn had in this story a heretofore untouched phase of the war, so far as pictures are concerned. A story full of stark truths that thousands of women faced at the time—a story chock full of keen psychology and human interest. He has made the most of all these and turned out a good picture.

There can be no doubt that "War Nurse" is destined for long runs in the big cities. We hesitate to prophecy its future in the "sticks" for so much that is fine and deep in the picture will undoubtedly be misinterpreted by the provincial mind—and it will become in these spots just another war picture.

The story concerns a group of nurses, stationed in a town constantly under fire, and which was finally destroyed. All types of women are represented in this group—yet nearly all react in the same way to the long ordeal of pain and terror—a reaction which reverses old standards of morals, of love—and life—and which brings about the complete ruination of one of them—a mere youngster, and happiness to another. Through it all one is aware of the fine understanding and appreciation of the characters' motives which went into the writing and direction of this picture.

The dialogue contributed by Miss Gardiner and Joe Farnham is perfect and so is the work of Charles Rosher with the camera.

We must speak of the cast as one—since each one shares alike in the "glory." It is a large cast—but no better one could possibly have been assembled for this story. June Walker, of the stage, makes her picture debut in the leading feminine role and does a great piece of work.

The picture was a little long, yet to our mind only two or three scenes should be eliminated.

M-G-M, Selwyn, staff and cast are to be congratulated for the presentation of "War Nurse"—it should rate among the best of the year!

Armstrong vs. Montgomery

A preview on Pathe's "Big Money" in the columns of this paper yesterday had Robert Montgomery playing the part of "Ace" Carter.

The part received laudatory praises from the critic and inasmuch as Robert Armstrong did all the work, he is entitled to a correction.

Lupe Velez Scores In Universal Picture

"EAST IS WEST"
Universal Production

Directed by.....Monta Bell
Featuring.....Lupe Velez and Lewis Ayres
From the play by.....Samuel Shipman
Dialog and Adaptation by.....Tom Reed and W. E. Reeve
Supporting Cast: Edward G. Robinson, E. Alyn Warren, Mary Forbes and Telsu Komar.
Photography by.....Jerome Ash
One hour and 20 minute running time

Romantic festival for the fans. Light, pleasant entertainment for everyone. Good program picture for the exhibitors in both big and small towns.

The story is taken practically word for word from the play and while the plot is threadbare it is told with charm and good taste, and has its appealing moments. It is not the type picture one is accustomed to seeing Monta Bell direct. His has always been the more sophisticated kind of story telling, but he has made a very neat job of this play.

Lupe Velez is at her best. Considerably toned down, well photographed and acted in her best Chinese manner. Lew Ayres as the love interest does himself proud again in a juvenile role but it is to Edward G. Robinson, in the part of Charlie Yong that the picture belongs. It is to his characterization of the blustering, self-satisfied, wealthy owner of a string of chop suey restaurants that the picture owes its most interesting and amusing moments.

The photography is excellent and except for a little excess baggage in the way of opening scenes and Chinese conversation, the picture runs its course evenly and at a pace that never makes the audience lose interest. Will do good business wherever shown as a program picture above the average.

WRIGHT-O»»
Scripts, Plays, Parts Copied
• • • Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard • • •

"A LADY SURRENDERS"
Universal

Direction.....John Stahl
Story.....John Erskine
Continuity.....Gladys Lehman
Dialogue.....Arthur Richman
Photography.....Jack Rose
Cast: Genevieve Tobin, Rose Hobart, Conrad Nagel, Edgar Norton, Carmel Myers, Franklin Pangborn, Vivian Oakland, Basil Rathbone and Lena Malena.

Handicapped with a nasty part, plus inability to photograph well, it is easily understood why the Universal option on the services of Rose Hobart, who played the heavy in this three-corner love affair, was not exercised.

The story as transferred to the screen from the John Erskine novel, "Sincerity" is one that can only appeal to a highly sophisticated audience.

This, however, is no discredit to the superb acting of the cast, which is headed by Genevieve Tobin, a former New York stage actress, who makes her screen debut here to such an advantage that she carries most of the picture, leaving next honors to Conrad Nagel.

As for direction, there can be no dispute that the old John Stahl treatment for detail and smooth delineation of story telling is yet here. He has abetted with some few new tricks which enhance the entertainment value when straight narrative borders on the boring point.

The story is tripey. And ancient. One of these things where a wife unjustly gets the notion her husband is stepping out on the matrimonial party and steams off to Paris for a divorce. While there she gets enamoured over one of the semi-pro lovers, who stands her up on the cathedral steps. Repentant, she seeks the home hearth and finds her husband has married, thinking that she had freed him. The not-quite wife so newly acquired takes the matter somewhat roughly and tries suicide. The honest-to-Moses spouse gets big hearted upon witnessing the magnitude of this love, and steps out on the thing by starting Reno proceedings.

As for box office draw expect nothing but a high class production that will appeal only to grown-ups.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name
Address
City
Occupation

THE REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Mike Molony, News Editor.
Ralph M. Blum, General Counsel.
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00: Foreign, $15.00: single copies 5c.

THE LOWDOWN

The Boulevard now has it that one of the extremely lesser producers has suffered a rebound on one of his "tomahawking" expeditions. This producer, famed for the making of films dealing with American primitive life, and held about Hollywood to be a high class exponent of chiselry in general, is said to have started operations on a battery shop. After charging and re-charging, both financially and electrically, his bill for rental ran up to over $20.

The next trip to the battery shop brought action. The proprietor removed the failing motor unit, and told his oft-time customer, "no pay, no car." With the result that the shop held the car, and the producer is said to have started suit against the electrician, charging high crime of various sorts.

•

A big time sport went into Henry's the other night and ordered welsh rarebit. The waitress served him. Half hour later, after sitting like an Indian without a murmur, he called the waitress saying: "I have a whole lot of patience, but it's about time I got my welsh rarebit." She showed him the object, and imagine what she thought when he said in all seriousness, "I didn't order cheese."

•

Pell Mitchell, Darmour Studio's business manager, is on the soup line as the result of an extensive tooth jerking campaign. Many friends in deep mourning for the lost bone crushers.

•

A. P. Younger has engaged the services of F. Hugh Herbert to write the screen treatment of "Left Over Ladies" for Tiffany.

The story is being adapted from a magazine story by Ursula Parrott, author of "Ex-Wife."

•

Cyril Gardner, assistant director for Paramount, married to Gloria Lee, contract featured actress of the same company at Borough Hall in New York last week. Romance started at Paramount West Coast studios two months ago when both were engaged in filming "Let's Go Native."

'COMMON CLAY' NASHVILLE BEST

Nashville, Tenn.—Nashville first run house shows for the present week:

Loew's Vendome: "Common Clay."

Princess: "The Office Wife."

Knickerbocker: "Let's Go Native."

Fifth Avenue: Split bill; Monday, Tuesday and Wednesday, "Sarah and Son"; Thursday, Friday and Saturday, "Shooting Straight."

"Common Clay" might be rated as the best show in town. Miss Bennett's denunciation of the "Fullertons"—"You keep your son and I'll keep mine"—brought an involuntary wave of applause from the house on opening night, a most unusual occurrence in a Nashville audience, traditionally cold. Loew's did capacity business on the first day.

"The Office Wife" received a mediocre reception from a capacity house Saturday, opening night.

Oakie is packing them in at the Knickerbocker, getting good crowds and plenty of laughs.

"Sarah and Son" at the Fifth Avenue got a good send-off through an exploitation tie up with the Banner, a contest for the best definition of "Mother Love." The show opened Monday, with interest above the average, especially with women.

•

"Song o' My Heart" Favorite In Iowa

Waterloo, Iowa—"Song O' My Heart" at the Paramount bowled them over here. Courier critic says "Play softens the heart and McCormack's singing tops the show."

"Man Trouble" made good at the Strand last week. Courier says "story is good—full of action."

"Shooting Straight," at the Iowa, also went over well. Paper boosted it as one "most persons will enjoy."

•

Lawrence Signed Again For Paramount Scripts

Vincent Lawrence has been signed to a new writing contract by Paramount-Publix. Lawrence is the author of Broadway hits, "The Ghost Between," "Sour Grapes," "Spring Fever," and "Among The Married." Wrote screen play for "Playboy of Paris."

•

Wallace Smith Sells Play to N. Y. Producer

Wallace Smith, for the past two years devoting his time to original screen stories, has gone in for playwriting by landing his first effort "Grey Room" with Fred Goldsmith, who plans to present it on Broadway this fall.

Admirer of the late Rudy Valentino is reported to have kicked up a rumpus with the city fathers because she could not find the statue "Aspiration," dedicated to Valentino, and reported some time ago as having been erected in de Longpre park.

Gentleman

Eddie Quillan said he made six pars, four birdies, three eagles and one blonde, but refuses to mention the name of the course.

LeBaron Returns Looking For Play

William LeBaron, production head of RKO, has returned to the studio from a New York conference. The first thing to receive his attention, after looking at work done in production since his departure, will be the play RKO is to stage at the Mason. Nothing selected as yet.

•

Par. Signs Holmes

Phillips Holmes, son of Taylor Holmes, noted stage comedian, has been presented with a new long-term contract by B. P. Schulberg, for the Paramount Publix corporation, it was announced today.

•

Paramount Publix Sold On Constance Bennett

Before Pathe could decide the next story for Constance Bennett, Par-Publix chain of theatres made overtures for the picture sight unseen.

The picture is now in production under the working title of "Sin Takes a Holiday" and will be rushed for early fall release.

BUDDY ROGERS MAY DO SHOW

Buddy Rogers has left Hollywood to make personal appearances in Publix houses in Minneapolis and Boston. Then to New York for confabs on the question of his going into a musical stage attraction. If not that to Europe on a vacation. Back in three months.

•

Triple Language Production At 'U'

Production on Spanish, French and German versions of "The Boudoir Diplomat" is to start within the next two weeks at Universal. The language trio is to be aired in shifts, with all versions being worked on simultaneously. Translation assignments to be made by Carl Laemmle this week.

•

Swedish Stage Idol To Return Here For Par.

Ernest Rolf, Swedish stage actor, director, and producer, will return to Hollywood next month to work out a new long term contract calling for star roles in Paramount pictures.

The Swedish actor is looked upon in European countries as a greater bet than Maurice Chevalier and upon this reputation, Paramount hopes to build up a following for him in America.

•

Burton King set for the start of "Rose of Santa Barbara," at Tec-Art. King to direct, with Andy Anderson at the camera.

Menjou Finishes German Talkie —His Third Tongue For Screen

Adolphe Menjou has finished his first all-German talkie for MGM. This makes the third tongue given screen voice by Menjou. He starred in a French production made in Paris, and used the language of the nation in that work. Upon his return to America he made French and Spanish versions for Paramount.

Menjou will soon have a quartet instead of a trio of languages to his credit on the screen. Plans are now under way for a production in Italian, in which the versatile linguist will have the lead.

Supporting the star in the newly finished German talker were Nora Gregor and Paul Morgan.

•

Tiffany's "Chimp" Comedies Booked

After reviewing the first of the talking monkey picture series being produced by Tiffany, Fox West Coast signed on the dotted line for the group.

West Coast will start the run with "Just Imagine," due at the Carthay Circle, Oct. 7 and will place the subject in 29 other houses simultaneously.

Pathe to Put Bennett Over in Big Manner

Convinced that it has potential star material in Constance Bennett, Pathe has employed Phil Rice to do nothing but handle her publicity.

All effort will be spent in putting this actress over as a star.

•

A. T. & T. Covers

(Continued from Page 1)

treatment accorded them during the past two years by the Electrics. Contracts that were signed were construed as so much paper, and instead of Vitaphone having a finger in every dollar collected by Electrical Research in royalties from other companies, they not only did not get the dough, but threatened suits only brought them more trouble from ERPI.

If the above report is true Warners will have won their recent battle for the continued control of both Warner Bros. and First National right at a time when it seemed they would not only lose control of Warners but that First National would be taken away from them in the shuffle and given back to the original franchise holders.

The REPORTER Daily

September 16, 1930

NEW YORK
Cream Puffs *and* Slams
On NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS OF NEW YORK FOLLOWING PREMIERE SHOWING OF "BIG BOY"

Evening Graphic: Julia Shawell — This newcomer is the weakest of all the Al Jolson vehicles. It is a moth eaten remnant of the stage play.

New York Telegram: Wm. Boehnel — Al Jolson is picked up and put into a series of odds and ends which, when pieced together turn out to be the screen version of the star's Winter Garden success. Unlike the original, the picture represents the poorest of the Jolson screen offerings.

New York Sun: John S. Cohen, Jr. — It is easily his poorest film since the inception of talking pictures—being a hybrid affair, half musical comedy, half race track melodrama and retaining the worst features of each.

New York Evening Journal: Rose Pelswick — "Big Boy" is just fair; it contains neither the material nor the support of Jolson's previous productions.

Warners Will Make Female Big House

The Warners have decided to horn in further on this jail craze. They will make a picture called "Bad Women," as a female version of the craze. May Boley and Claudia Dell already set with angles out for Walter Huston for male lead.

•

Marlene Dietrich's New Contract

Paramount has given Marlene Dietrich a new long term contract. Miss Dietrich, who is the latest in screen imports, earned the new tie up through her excellent work opposite Gary Cooper in the recently completed picture, "Morocco." Josef Von Sternberg directed.

•

Doug, Jr., Out Lester Vail In

Lester Vail steps in as the male lead in "Beau Ideal" after First National decided they had other work for Douglas Fairbanks, Jr.

•

Eleanor Boardman Returns to MGM

Eleanor Boardman, wife of King Vidor, has been signed by Metro-Goldwyn-Mayer for the lead in the Mary Roberts Rinehart story, "The Great Meadow." This will mark Miss Boardman's return to the talking screen and gives her one of the "plum" roles of the current movie season. John Mack Brown has the hero role and William Bakewell and Gavin Gordon are in the supporting cast. Charles Brabin will direct. M-G-M will spare no expense on this production.

Home or What?

Joe Mankiewicz has finally found a name for his house. He calls it "Option Downs."

Josephine Dunn With Columbia

Josephine Dunn has been signed for one of the leading roles in the Columbia picture, "Madonna of the Streets." This is Miss Dunn's first part for several months due to illness.

•

Armstrong Forsakes Trip For "Within the Law"

After being all set for a trip into the interior of Mexico, Robert Armstrong was prevailed upon to play the lead opposite Joan Crawford in "Within the Law" for Metro.

Both Pathe and the actor are agreeable to the request and he will move his makeup to that lot for the duration of the picture.

•

Tobin Selected by "U" For "Half Gods"

After reviewing her first screen work in "The Lady Surrenders," Universal has assigned Genevieve Tobin to do the femme lead in "Half Gods" now being prepared for the screen by Tom Reed.

•

Lou Handman Returns

Lou Handman, Universal song writer, has returned to Hollywood after a two week visit to New York. Trip was business one.

WHEN IN DOUBT Ask MAX HIART

PRODUCTION NOTES

Victor McLaglen's next for Fox will be another railroad story, "No Favors Asked." He plays the part of an engineer this time instead of a "Baggage Smasher."

•

Fox has called off all Spanish production for the next two weeks. At the end of that time it is planned to star Delia Magana in a picture-story still unselected; "Evidence," a dramatic three reel short from a story by Ethel Clifton, will be started and "So This is America." The cast and directors for these productions have not yet been assigned.

•

Metro-Goldwyn-Mayer has completed the casting of "Within the Law," Joan Crawford's current starring production. Robert Armstrong has the romantic lead and Purnell Pratt, Polly Moran, Hale Hamilton, William Bakewell, Marie Prevost, and Edward Brophy make up the supporting cast. Sam Wood is directing with Charles Rosati doing the photography.

•

June Marlow is playing the part of the school teacher in the Our Gang series of school comedies. The gang completed work on "Love Business" yesterday and celebrated the birthday of Jackie Cooper (who now boasts of eight years) with a party in the schoolroom.

•

John Davidson and Juliette Compton, through Rebecca and Silton, have been assigned roles in Victor Schertzinger's forthcoming production, "New Morals."

•

Robert Ames, Josephine Dunn and Ivan Linow have been cast for roles in "Madonna of the Streets" at Columbia.

•

"Skeets" Gallagher's latest assignment is for a role in the Paramount production, "New Morals," to be directed by Victor Schertzinger.

•

Added to the cast of "Roseland" at Columbia are Sally Blane, Blanche Frederici, Phyllis Crane, Ricardo Cortez and Victor Potel.

•

Nat Carr has been signed by Lou's Brock for roles in a series of shorts for R-K-O.

THE Hollywood DAILY REPORTER

Vol. I, No. 10 Price 5c TODAY'S FILM NEWS TODAY Tuesday, September 16, 1930

A.T.& T. COVER WARNERS

TRADEVIEWS
by w. a. wilkerson

Shortly before leaving New York less than two months ago, I had occasion to visit the office of a man down in "the street" whose company has been financing one of our big production organizations. On entering the office we were surprised to see a big 22x28 placard hanging on the wall in back of his desk with this lettering: "Wanted. A motion picture producer to head.....studio." I asked him what the thing was all about and he started to laugh with this explanation: "We had a dinner the other night for the executive members of our organization. The object of this get-together was to discuss the question of refinancing ..... Everyone had a fling at the whys and wherefores of the bad pictures being turned out by this studio and what could be done to remedy the situation. One said this and the other said that, but most of them agreed that a new head of production would correct most of the production evils. When it came my turn, (and he is the Junior head of the organization) I, too, agreed that a change should be made in the production department, but where were we to get the man to conform with our ideas? This question took the older members of our firm by surprise. They were astounded to know that a business as large in every resource as is your industry, should have so few production brains. When I arrived in my office the next morning, this card was where you see it. Of course the card itself is a joke among our members but the finding of a man to take care of the production from that studio is anything but a joke."

Applicants for this opening, please do not apply at the Reporter office, as we do not believe the man exists, who can meet the bankers demands.

●

"Fatty" is Directing Educational Comedy

"Fatty" Arbuckle will start directing an Educational Comedy today. The cast includes Lloyd Hamilton, Al St. John, Doris Deane, Edna Marion and Addie McPhrial.

Exhibs Meetings

Dallas, Texas, Oct. 27-28.
Allied Theatre Owners of Texas.

Minneapolis, Minn., Sept. 22-23.
Northwest Exhibitors.

MILTON SILLS DIES AT HOME

Milton Sills, one of the screen's outstanding actors, dropped dead at his home at 6 o'clock last night while dressing to attend a board meeting of the Academy of Arts and Sciences. Death was attributed by physicians to heart disease. He was under long term contract to Fox.

Surviving the deceased is the widow, known to the film world as Doris Kenyon, and his mother, now living in Chicago.

Sills was born and educated in Chicago, and received a Bachelor of Arts degree in the university at that city.

Big Electric Back of New Financing In Move That Will Patch Up Old Quarrels between Erpi and Bros.

Wall Street hears that American Telephone and Telegraph as the parent, and its two children, Western Electric and Electrical Research Products, have patched up their row with Warner Bros., and as a result of it, A. T. & T. have advised their bankers to go to the assistance of the Brothers in a financing deal that will settle the present upset money condition of Warner-First National.

This publication was not able to get a wired confirmation of this understanding from either A. T. & T. or the Warner crowd at the time of going to press last night, but the information comes from a most reliable source in Wall Street.

The Warner crowd has threatened all kinds of suits as a result of the

(Continued on Page 2)

FRENCH RAZZ AMER. PICTURES

Paris.—American pictures are getting a terrific razzing throughout all of France. The French people, filled with a civic pride claim, "America is out to control the earth through the cinema screen."

●

NO LONG RUN FOR 'SPOILERS'

Publix has decided that "The Spoilers," Paramount picture, will be better in a day and date run in the Brooklyn and New York Paramount, than a long run in either the Rialto or Rivoli, as was originally scheduled

PRICE CUTTING PROD. WORRY

The wave of cutting admission prices that has hit every section of the country has distributors and producers worrying in that the majority of the pictures this year have some kind of a percentage tag on them and in cases where the rental is the final payment, they fear this will be cut.

The price slashing, as is everything else in the theatres proper, was started by the big chains. The first panic of bad business sent them into a hysteria, causing cuts and slashes in every direction to the detriment of business in general.

●

Bob MacGowan Wins Reporter Golf Trophy

With a low gross of 80 Robert MacGowan won the first prize in the director's division of the fourth annual golf tournament staged at Lakeside yesterday afternoon. For this he was awarded the Hollywood Daily Reporter silver cocktail cup.

His nearest competitor in this division was Frank Borzage with a low gross of 82. The grand prize was won by Gene Ruggerio, film cutter at Metro studios.

"LET US BE GAY" L. A. SMASH OTHERS DOING ALL RIGHT

Business in the Los Angeles and Hollywood houses over the week end indicates great business for the week. The outstanding smash of the week was "Let Us Be Gay" at Loew's State, where a gross of $26,000 was hung up for Thursday, Friday, Saturday and Sunday, with certain indications it would sail on to a $40,000 week.

"Hell's Angels" at the Chinese in its 16th week will better last week by about $3,000 to a gross of $13,000. The added attraction for this business was "The Hill Billies."

"Holiday" is sailing on to good business at the Carthay Circle and will show better than $12,500 for the week. This is the 6th week for the attraction.

"All Quiet on the Western Front" in the 3rd week at the Criterion is doing O. K. at $6,000.

"Blushing Brides" is playing day and date at the Hollywood Pantages and the Boulevard in L. A. Former will turn $14,500, latter has bolstered house to $6,000.

Academy Will Discuss Wide Film Tomorrow

The Technicians branch of the Academy will meet at Fox Hills tomorrow night to discuss wide film from every angle and size. Speakers will be King Vidor, Karl Struss, Max Ree, Dr. Lee DeForrest, Douglas Shearer and J. O. Taylor.

MARY DUNCAN UNDER THE MANAGEMENT OF MAURICE REVNES LTD.

THE Hollywood DAILY REPORTER

Vol. 1, No. 11 Price 5c TODAY'S FILM NEWS TODAY Wednesday, September 17, 1930

PUBLIX IN EUROPE

TRADEVIEWS
by W. R. Wilkerson

About previews.

We attended one the other night out in a neighboring town. The house was packed. The picture was good but was ruined by the audience laughing in spots that were most dramatic The situations were not funny but just the reverse but for the reason they were a bit risque, that audience gave them the "bird." After the preview we asked the producer why he previewed that type picture before such an audience and his reply astounded me. "We don't preview pictures for an audience reaction." "What then?" I asked. "We want to see what the picture looks like on the screen of a big theatre and watch our story unfold, keeping our eyes and ears open for cuts. We don't pay any attention to the audience."

It has always been my impression that previews were scheduled by studios to get a slant on how the public would take the picture. What would be their reactions to certain scenes in an effort to check the good and bad. Maybe I am wrong.

Another thing about previews.

If I were in a big studio I would use the same procedure as "Winnie" Sheehan in showing my pictures. I would take them away from Hollywood into a theatre that sees very few of them. Would not permit the theatre to stick out a preview sign —pay him for running the picture if necessary and say nothing about it to the audience that under other conditions would tag it as a trial screening.

Preview audiences assume a certain sophistication that completely ruins the studio value of showing them pictures. They swarm to a house displaying a preview sign with more of a "show-me" attitude than is manifest in the regular run attraction. They are prone to severe criticism because of the fact they know studios are showing them pictures for their reaction, and they immediately take on a false one, maybe not consciously, but they do, nevertheless.

If I were of the same belief as the producer spoken of in the first para-

(Continued on Page 2)

Tremendous Theatre Expansion Planned Throughout Whole Europe. Zukor Party Sailed Tues. On Deals

New York—Paramount-Publix are out to get a foothold in the theatre situation of Europe with an expansion program planned by Sam Katz on his recent survey on European soil.

With this in view, Eugene Zukor, head of theatre construction for Paramount-Publix, sailed last night for Europe, accompanied by Morris Greenberg and Mel Shauer.

Paramount-Publix have long had their eye on the European theatre situation and only the tremendous expansion program in America has held up their desire to buy and build a circuit throughout all of Europe to house the attractions of Paramount

(Continued on Page 2)

ERLANGER CO. WILL PRODUCE

NEW YORK.—The A. L. Erlanger interests are to produce a series of talking pictures for exhibition in the various Klaw and Erlanger houses throughout the country and the theatres of independent exhibitors.

This coming on the announcement that the Shuberts have definitely decided to go into the production of pictures brings the two most important legit producers in the talkie field.

No date or place for the start of either.

JESSE JAMES' NOT SO TOUGH

Jessie Estelle James, grand-daughter of the noted outlaw, lost her $55,000 suit against Paramount, and the estate of the late Fred Thomson. Judge granted a motion for nonsuit, entered by the defense, ending the case, claiming Miss James failed to establish existence of oral or written contract.

Fairbanks Picture Ready To Rehearse

"Reaching For The Moon" is 90% cast with rehearsals dated in for next week. The cast as it stands now includes Fairbanks and Bebe Daniels, Edward Everett Horton, June McCloy, Claude Allister, Niles Welch and Adrienne D'ambricourt. Eddie Goulding will direct from a script prepared by Elsie Janis and himself.

Schenck Signs June McCloy

Joseph Schenck wired the United Artists studio yesterday that he had signed a young girl—June McCloy—in New York and was shipping her west for the part of Kitty in "Reaching For The Moon."

Joan Bennett to N.Y.

Joan Bennett is leaving for New York Saturday to be gone about three weeks.

Fox in Cal.

William Fox is at Del Monte, having arrived there in a plane late Monday afternoon on a direct hop from New York. It is said he is to meet important film executives here to talk over a deal that has been in process for some time regarding the taking over of one of the larger independent producing organizations.

FOX HOLDOVER WANT DOUGH

Joe Leo, Jack Loeb and other holdovers of the Fox day in Fox are negotiating with Harley Clarke for a cash sale on their contracts that have some years to run.

Cantor--"Whoopee" Open Sept. 24th

NEW YORK.—Eddie Cantor will make a personal appearance with the production of "Whoopee" when it opens at the Rivoli on the evening of September 24th.

SHUTDOWN TECHNICOLOR REPORTED IN TEN DAYS

Technicolor will cease production in their local plants within ten days, it is reported. More than 125 workers have already been let out and every one now left doing work has been given a week's notice.

This condition has been brought on by the hands off policy of theatre owners throughout the country regarding any pictures with even a semblance of color. It is their contention that color chases patrons away from their box office.

Technicolor holds contracts from most every producer in the business for a definite number of pictures for this year's program. Each contract

(Continued on Page 3)

Butterfield Houses Will Winter Golf

DETROIT.—The Butterfield houses throughout this territory are pulling their midget golf courses in doors and will offer their patrons winter golf.

DOROTHY SEBASTIAN UNDER THE MANAGEMENT OF MAURICE REVNES LTD.

THE Hollywood DAILY REPORTER

W. R. WILKERSON .....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Mike Mahony, News Editor.
Ralph M. Blum, General Counsel.
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor
London office, 80 Wardour St. Paris office, 40 Rue Vignon, Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

Harry Ham, indie producer, wants $2,000 from Mr. Plummer, candidate for Sheriff of Los Angeles. Harry made an advertising film with Plummer the star actor as an election ballyhoo, and booked it into theatres. After it played, the story goes, Mr. Plummer lost interest. Harry says it's because he didn't get Mr. Plummer enough free passes to see himself. Anyway, he wants $2,000 and is boosting Traeger.

•

Even the indie producers are practicing economy, which is 'unusual.' One of the extra actors playing an Indian brave fell off his horse and broke his leg. The producer, instead of rushing the chap to a hospital, said to the director, "Put a blanket over his head and let him be an Indian squaw."

"But he's moaning—he's hurt," said the director.

"That's good—let him moan. I'll put in a title saying she lost her baby."

And it was done.

•

Here is the chiseling racket without a par. A local producer makes the rounds of laboratories buying up old western negative shots. He pieces together the long shots, and hires a western star to pose for the close-ups, to which sound is dubbed. One state righter sent back the 'new' picture because he recognized Tom Mix, Fred Thomson and Hoot Gibson in the opera supporting the Cahuenga Ave. cowboy star. The cutter didn't cut close enough.

One "special" soon to be announced has half of the "Covered Wagon" shots in it.

•

Lewis Milestone's deferred stay in New York is attributed to waiting for Agnes Ayres to line up her wedding trousseau for an early marriage.

•

Charles Ray's father is now working at the Fox West Coast theatres on Washington Street in charge of the stationery department.

West Coast To Test Ad Values In 'Madam Satan' At Criterion

In an attempt to determine the relative efficiency of newspaper advertising as compared with that afforded by billboard broadsides, Fox West Coast will make a test case of the matter with "Madam Satan," opening at the Criterion, October 10. This picture will be billed exclusively through the news column channels.

It is understood that the future type of commercial publicity given attractions at the West Coast houses will be determined by the result of the test. Accurate data on the question will be obtained, it is believed, due to the length of run, which will be at least four weeks.

•

ZIMANICH HEAD PUBLIX NOVELTY

NEW YORK.—Joseph Zimanicn, a graduate from the Publix school of managers has been placed in charge of the Paramount-Publix musical novelty department.

•

William Brandt Sues Blumenthal

NEW YORK. — William Brandt, former independent owner of a string of houses in Brooklyn, with his brother, Harry, is instituting suit against A. L. Blumenthal for $600,000, claiming that as his bit in commissions Blumenthal collected from Fox on the deal that brought in more than 100 greater New York houses to the Fox banner. Brandt claims he was the inspiration for the deal and had an understanding he was to receive a cut.

•

Richard Dix Will Return To Legit

In line with R-K-O's entry into the legit field, William Le Baron is now scouting for suitable play material for Richard Dix.

Dix was a former Los Angeles matinee idol at the old Morosco theatre prior to going screen.

•

Publix in Europe

(Continued from Page 1)

and the productions of other companies.

The production end of Paramount on European soil has gone a bit faster than the theatre end. They have a big studio in Paris turning out pictures in French, German, Spanish and Italian. They recently acquired a studio in London and will start work there soon. Arrangements have been completed that will give them unexcelled production activities in Germany.

Theatres are necessary for the showing of the above product, more so due to the fact that the French situation virtually has American producers barred from exhibition of even productions made on their own ground. This condition is partly true in England and throughout all of Central Europe.

•

Orphan Silents in Demand For Foreign Patronage

There is a big foreign demand for independent silent pictures. Two Eastern film brokers now here are locating the "orphans" of yesteryear and reclaiming them, if any good at all. Shorts and features are wanted.

Frisco To See if Local Boy Makes Good In Films

SAN FRANCISCO.—Robert Coleman, producer, will produce a series of feature pictures here starring a local boy who is said to be a "find." Paul H. Allen will photograph. First production outfit here in years.

Do You Think So?

Eugene Pallette lay sleeping soundly in his room at Sonora, Calif.

The telephone jingled and the hotel clerk called him to begin his day on Paramount's "Fighting Caravans."

"Good morning, it's six a. m.," the voice sounded through the receiver.

"Okay for sound," answered Pallette.

Tradeviews

(Continued from Page 1)

graph, I would never permit my picture to be shown out of the studio projection room—or if, as he said, "we want to see what it looks like on the screen of a big theatre" I would take it into a house after the day's performances had been run and display the product for studio eyes only.

I know the laughter accorded the picture I saw the other night gave those production heads a different angle on the picture than really should exist.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____
Address_____
City_____
Occupation_____

NEW YORK
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS OF NEW YORK FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"THE LAST OF THE DUANES'"

Roxy Theatre

N. Y. Telegram Wm. Boehnel: It is the usual western done all over again with a different cast. Rather preposterous melodrama, but it is all right within its limits.

N. Y. Herald-Tribune M. Tazelaar: The picture lacks continuity, among other things, though by and large, it is probably no worse than the average western.

N. Y. Evening Journal Rose Pelswick: Zane Grey yarn of the great outdoors, and it's good film fare due to expert riding on the part of the cast and some striking backgrounds.

N. Y. Evening Post Thornton Delehanty: Dashing western picture, which only Zane Grey can write.

N. Y. World Quinn Martin: Good example of its type. It is all very colorful and impressive as a spectacle. The story is merely the same old song.

N. Y. Times Mordaunt Hall: Narrative with hard riding and fast shooting and fine scenes of winding roads, mountains and valleys.

Daily Mirror Bland Johaneson: Now here's a western. The shootin-est hardest riding cowboy thriller since good old Bill Hart.

"CALL OF THE FLESH"

Capitol Theatre

N. Y. Telegram Wm. Boehnel: One of those highly artificial, "Laugh, Clown, laugh" affairs. The narrative is practically useless and it is again to the star's credit that he is able to carry long stretches by sheer force of his charm and adroitness in comedy acting.

N. Y. Evening Journal Rose Pelswick: Story may follow a conventional pattern, but Novarro's distinct charm of personality makes it excellent entertainment.

N. Y. Sun John S. Cohen, Jr. Another sentimental interlude, again with musical trimmings. It will probably be the millenium when Novarro appears in a talkie worthy of his talents.

N. Y. Times Mordaunt Hall: Somewhat lethargic, simple story. Mr. Novarro gives a pleasing, light-hearted characterization.

Evening Graphic Julia Shawell: Fortunately the weak moments of the picture plot are deftly covered by smoothly worked in solos from Mr. Novarro. Imperfections in story and slushy lapses in action.

Shut Down Reported

(Continued from Page 1)

carries a cancellation clause, it is reported, that permits the producer to cancel any and all pictures on the payment of $25,000 for each picture cancelled. With the laboratory shut down here, it seems evident that most producers have exercised their rights of cancellation.

HONEYMOON LANE

Charged with matrimonial claim jumping, Edwina Booth is being sued for $50,000 to salve a broken heart. Charges brought by Suzette Renaldo, who claims Edwina kabitzed in on the affections of Duncan Renaldo, also known as Renault Duncan.

Dirty work said to have been done in Africa during filming of "Trader Horn."

Fifi May—?

Fifi Dorsay may marry her former dancing partner, Freddie Barren. It is reported that they may do a turn in vaudeville together.

Josephine Tearle, former wife of Conway, wants all the alimony coming to her. On this score she has brought suit against the once popular actor for $3,100 as part of judgment decreed her in San Francisco courts to the extent of $9,932.

Amount asked for in new suit is based on $100 a week allowed by the New York courts in 1928.

Conway at this time is sojourning in Europe.

●

Jean Wood, 20-year-old daughter of Sam Wood, Metro director, will appear in a Broadway play sponsored by Jed Harris, this fall.

Nanette Guilford, Metropolitan soprano discovered after a brief separation that marriage to Max Rosen, violinist in the orchestra, is not just a passing fancy and is now trying to effect a reconcilliation.

●

Frances Beranger has declared intention to marry Don Cook, ex-stock actor in Denver.

Bride-to-be is daughter of Clara Beranger, now wife of William de Mille, who recently gave his daughter away to Bernie Fineman. Romance of the scenarist's daughter started back stage several years ago in a Denver theatre.

●

Claiming Eddie to be "the most admirable man I have ever known, but there's not a chance of a reconciliation," Mrs. Edward Sutherland has answered the call of the New York stage in an attempt to prove that absence makes the heart grow fonder.

Mrs. Sutherland will resume her Broadway work under the name of Ethel Kenyon.

●

Clyde Cook Returning To Call of the Screen

After spending six months on the R-K-O vaudeville circuit, Clyde Cook will return here in two weeks with no definite picture connection other than a determination to resume a screen career.

RALPH M. LIKE, Inc.
« Cinephone Studios »
(Powers Recording)
Portable Location Trucks
Dubbing • • Track and Disc
4376 Sunset Dr. OL-8701

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 CAHUENGA AVE. GL 5118

Join the twenty-two satisfied producers now using our service and forget your music troubles.
MEYER SYNCHRONIZING SERVICE

BIG PRODUCERS...
KNOW
We Make Perfect Titles
AND
ANIMATED TRAILERS
Pacific "EVERYTHING IN TITLES" TITLE & ART STUDIO
LEON SCHLESINGER, PROP
1123 No. Bronson Ave. Just north of Santa Monica Blvd.
HOLLYWOOD, CALIF.
HOllywood 9220

FOX SHOWS "JUST IMAGINE" MGM "WAY FOR A SAILOR"

Will Top Business On 'Sunny Side Up'

"JUST IMAGINE"

Fox Production

Directed by.....David Butler
Dialog, Adaptation and Music by..De Sylva, Brown and Henderson
Dance Director.....Seymour Felix
Photography by.....Ernest Palmer
Cast—Maureen O'Sullivan, John Garrick, Hobart Bosworth, Kenneth Thompson, Frank Albertson, El Brendel and Marjorie White.

Fantastic, Romantic Comedy extravaganza. Containing enough laughs, love interest and excitement, along with some good music to satisfy the various likes of all the fans. Good feature stuff for both big and small town exhibitors. Has great exploitation possibilities.

The story is a weird imaginative picture of what people may expect to find in the year 1980. It deals with a trip to Mars by the hero, who is forced to do something unusual in the line of adventures in order to win the heroine away from the villain. All the characters in the story are designated by numbers and the governmental idea seems to be an exaggerated communistic form.

The acting throughout is particularly worthy of note for its complete naturalness. The dramatics could easily have been overdrawn but the production has managed to avoid all the pitfalls and remain an entirely comprehensible, fast-moving talkie. El Brendel, as a man who has been brought back to life by the advanced sciences of 1980, after having died in 1930, walks away with the picture. Especially as the stowaway on the trip to Mars does he manage to bring out the laughs in great shape. Frank Albertson comes along as a close second for acting honors and the rest of the cast is entirely capable, with Maureen O'Sullivan a sweet and attractive heroine.

The photography is uniformly good and the dancing and songs are pleasing. The story is by the same trio that turned out "Sunny Side Up" and will prove a worthy successor to that picture in box office value.

•

May Boley Plays In "Fighting Caravans"

Al Rosen has signed May Boley for the role of Jane in "Fighting Caravans," being made by Pathe.

A New Gilbert For Talkie Fans

"WAY FOR A SAILOR"

Produced by....Metro-Goldwyn-Mayer
Directed by.....Sam Wood
Starring.....John Gilbert
From an original story by....Jim Tully
Dialogue and adaptation—Laurence Stallings, Chas. MacArthur and W. L. Rivers.
Supporting Cast—Wallace Beery, Jim Tully, Leila Hyams, Polly Moran and Doris Lloyd.

Robust comedy-drama. Looks like M-G-M will realize on its John Gilbert contract after all. This new John Gilbert may have to build up a different box office following but he seems bound for a successful comeback.

The story concerns a good-looking sailor who has an eye for the ladies. He meets a pretty girl in a shipping office (Leila Hyams) who, because she hasn't much use for cheap sailors, is dubbed the eskimo and the iceberg. Her frigidity, however, keeps Gilbert coming back for more cooling off every time he hits port. Finally the girl succumbs and accepts his attentions believing them honorable.

Gilbert here has shaved off his mustache, dropped his pungently amorous ways and become a virile seagoing lad. His voice is considerably improved and he appears to have lost the fright which caused much of his earlier trouble in talkies. Wallace Beery and Jim Tully contribute excellent work in this film. Beery has reached the point where everything he does wins the approval of the audience. Tully makes a pretty good actor and seems to have a great time in his scenes with Polly Moran, his comedy paramour.

The photography is pretty poor in spots but can be eliminated by more editing especially in the trick shots. The sea-going sequences, however, contain some fine pictorial effects.

Raucous dialog, the kind that naturally goes with rough sailors and their adventures in the pubs of London's water front and aboard ship, will make the picture give a bad impression to the censors of some of the "purer" states, but all in all it should have no trouble in amusing the greater part of the population throughout the country.

Gilbert has come through with flying colors and given the public an entirely new viewpoint on his acting ability.

•

Jenkins New Manager

Frank Cummings Jr., manager of the Roosevelt hotel, has appointed Kenneth Jenkins as assistant manager.

Jenkins is well known in the theatrical profession, having formerly managed the Whitcomb and Palace hotels in San Francisco and the Alexander Young hotel in Honolulu.

ALFRED A. COHN

Writer

•

ORIGINALS,

ADAPTATIONS,

CONTINUITIES,

DIALOGUE,

EDITORIAL SUPERVISION

•

WRITERS CLUB, HOLLYWOOD

Phone HO 7145 — Res. HE 7264

THE Hollywood REPORTER

W. R. WILKERSON ... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager.
Mike Molony, News Editor.
Ralph M. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

Producers, Exhibs Out to Rule Off Bootleg Sound Equipment

According to a movement now becoming evident here legitimate state right producers and exchangemen of the film industry are out to eliminate the bootleg sound equipment now on the market, and which is held to be a detriment to the stabilizing of independent fields.

Many producers now operating here have declared they will not use anything but licensed equipment. It has been found by them that the exhibitors are demanding licensed recording, and will not support bootleg outfits, which are clamed to have killed the state's right field.

This stand on the part of the exhibitors will cripple many independent producers who use wildcat equipment, by cutting off their sales market.

THE LOWDOWN

Only one week out of a Northern California asylum and he promoted $15,000. Sounds impossible. This fellow, former Hollywood indie producer, hit for 'Frisco, met there the son of a hotel owner, sold him on the idea he was another John Gilbert, moved into the hotel as a guest of the management, and almost got the dough. The day before it was to be deposited to the promoter's account at a local bank, he got drunk, tried to make love to the future star's wife and got a ten minute disposses notice. Last reports had him hitting the Santa Fe trail, assisted by a pair of Florsheims.

●

There is no end to what promoters will do to achieve their goal. A local actor, whom the talkies knocked for a row of nimmicks, found making both ends meet a Houdini task, so he became a promoter. At a local hotel he met a tourist with a daughter with a yen to act, and with the dough to make movies. Being Spanish, the actor wrote a story in his native tongue, spent months teaching the embryo actress the language, made the picture —and strange but true, it is making money, and the Tango dancer hasn't been idle since.

●

Apropos of nothing whatever, connoisseurs claim it is well worth while to watch Slim Summerville tell the story which involves his being prone on the ground and making motions like a turtle.

●

Arthur Lake recently bought a 70-foot sea-going hack and before he could get a clearance on its condition decided to throw a deep sea party by inviting all his old cronies. Five miles off shore they ran out of gas due to a leak in the gas line and it took them 24 hours to flag a rescue ship.

All were landed safe but a few wanted to know why the trip was cut so short.

●

Universal boasting a record of sorts. Claims to have highest priced tea party in record in "Boudoir Diplomat," what with a high salaried troupe particpating. No extras.

Talbot-Flynn Off To Write "Yankee"

Haydon Talbot and Emmett Flynn, claiming the atmosphere around a Fox studio scenario office is a detriment to the creation of new ideas, have taken a boat for Catalina where they will endeavor to write a new screen treatment for "The Connecticut Yankee."

Many new angles and a complete change in dialogue will have to be incorporated to make the talking version of this remake up-to-date and fitting to the antics of Will Rogers, slated to star.

●

Marie Dressler Suffers With Wrenched Back

Marie Dressler is now confined to her home with a wrenched back received during the filming of scenes for "Dark Star" at San Pedro.

Miss Dressler's lay off will not affect the working schedule of the picture as she completed the final scene at the time of the accident.

●

Mosconis to Furnish Flesh for Publix Ensemble

The Mosconi Brothers have entered into a contract with the local Paramount-Publix house to furnish a line of 24 girls every two weeks for the ensemble.

This troupe will be shifted north on the Publix circuit after breaking in at the Paramount here.

●

Jackson at Par.

Thomas Jackson has been added to the cast of Paramount's production, "Typhoon Bill," Al Rosen announces.

●

Millions of Fans

(Continued from Page 1)

facts. Among others is the item of total picture investment throughout the world which reaches a gross of $3,100,000,000. Of this amount more than $2,000,000,000 is tied up in theatres, studios, offices, etc. here in the U. S. Another item that will cause some surprise is that there are over 55,000 motion picture theatres throughout the world with over 20,000 of these in the U. S., and that the picture houses of the universe play to better than 250,000,000 people every day of the week.

'Hollywood Revue' Given French Razz

PARIS.—The Theatre Madeline witnessed a near rout due to the screening of "The Hollywood Revue." There have been many disturbances recently about American pictures, but this one was the pay-off. When the razz was at its height, the manager of the theatre tried to quiet the mob with a speech but they shouted him down. Finally the police cleared the theatre and the management announced Garbo in "The Single Standard" for the next performance.

●

Faith Baldwin Working Her Way to Coast

Faith Baldwin, who has completed a story for Nancy Carroll, will arrive here soon. She will do an original for Ruth Chatterton. Miss Baldwin had previously contracted for a lecture tour, which she will fulfill while en route to the coast.

Dark for Light

They removed part of Central Avenue up to Lillian Way Saturday afternoon, when Mrs. Hendricks, with a small studio, sent out a rush call for dark-skinned cinematic thespians. They came in droves, on the hoof, by street car, shoe leather line and the latest Fords of 1914. The lady in question is making a 16 mm. home movie at a cost of $350 which she sells for $750. The biggest expense is lighting equipment.

Bachman-Goldstone Not For Metro

Following the trail of rumors to the effect that J. G. Bachman and Phil Goldstone would join Metro as associate producers, it was learned upon checking with Metro officials that such a move was not only impossible but preposterous.

It is reported, though, that upon the arrival of Grant Cook here next Friday, there will be some radical changes in the Tiffany organization. Goldstone is said to be losing but little sleep over the matter. Should he get the gate, he will probably retire from the picture business where he amassed a fortune as an independent producer, or go back to directing pictures under the name of Allan Dale.

THE Hollywood REPORTER
TODAYS FILM NEWS TODAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW $10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE
HOLLYWOOD, CALIF.

With Your Check

Name _____
Address _____
City _____
Occupation _____

"ILLICIT" VERY FINE PICTURE RKO HITS WITH "HALF SHOT"

Stanwyck Shines, Mayo At Best

"ILLICIT"

Warner Bros. Picture

Directed by.....Archie Mayo

Story and Dialogue by.....
.....Robert Fitzgerald, Edith Ruskin

Screen play by.....Harvey Thew

Photographed by.....Robert Kurrle

Cast: Barbara Stanwyck, James Rennie, Ricardo Cortez, Charles Butterworth, Joan Blondell and Claude Gillingwater.

In the presentation of "Illicit," Warner Bros. come forth with an ultra-modern society drama of the very first rating. It is the last word in adult, sophisticated entertainment, and as such should please not only the critics, but intelligent audiences all over the world. The basic idea behind it, and the philosophies and arguments contained in this picture, represent the thoughts of many a "modern maiden" —in many lands—and "Illicit" should therefore bear interesting translation into foreign languages.

The story reveals the lives of two young people—the girl dead set against marriage—the man all for it. Her reasons for rebelling against marriage, because it deadens the kind of love which precedes it, are all sound—and she proves it by allowing herself to be persuaded into a legal alliance with him. Yet, as in life—she in turn is forced to realize that she cannot "swim against the tide" —and in the end—"gives in."

All this has been so naturally and smoothly depicted that one hardly realizes that it is make-believe. A corking idea — new and daring, brought to life by excellent acting and direction.

Barbara Stanwyck as the girl, and James Rennie as her lover and husband, make their characters absolutely human and vitally interesting — as does Claude Gillingwater, in one of the grandest, best written parts of the season. There is some swell comedy furnished by Charles Butterworth—his personality and the lines allotted to him are a scream. What a find!

The dialogue by Robert Fitzgerald and Edith Ruskin is flawless—it is witty, natural and holds the attention from beginning to end. There is no fault to find with the entire production as it now stands—a sincere and intelligent comedy-drama.

Tomorrow's Preview

The Hollywood Reporter will print the previews of "Outward Bound," shown last night at the Warner Hollywood Theatre in New York, and "Scotland Yard," a Fox production, screened just outside of Hollywood.

•

"MICKEY'S MUSKETEERS"

RKO Short

Suggested by the Fontaine Fox Cartoons

Directed by.....Albert Herman

Photographed by.....Len Powers

Featuring.....Mickey McGuire

Mickey and his pals go air-minded in their latest opus and it's all pretty dreary fun. This particular short subject won't be much of an addition to any program.

The gags are weak and loosely joined and the natural pep to make a picture like this go over is almost entirely lacking.

This Mickey McGuire is much too camera conscious. They ought to scout around and find a natural born tough, instead of one who feels called upon to act all over the screen. The rest of the kids are far better, though they, too, seem to be suffering from an overdose of direction.

The small towns may still get a kick out of pictures like this because of the "kid" attraction, but it is doubtful whether the exhibs will gain anything by showing them.

"Half Shot" Big Money Attraction

"HALF SHOT AT SUNRISE"

R-K-O Picture

Produced by.....William Le Baron

Directed by.....Paul Sloane

Starring.....
Bert Wheeler and Robert Woolsey

Dialog by.....
.....Ralph Spence and Ann Caldwell

Story by.....James Ashmore Creelman

Music by.....Harry Tierney

Photography.....Nick Musuraca

Supporting Cast: Dorothy Lee, Edna May Oliver, Hugh Trevor, Eddie de Lange, Capt. B. H. Calvert, Alan Roscoe, John Rutherford, George MacFarlane, Roberta Robinson and Leni Stengel.

Wheeler and Woolsey version of the funny side of the war. The boys have improved their stuff and this picture should put them well up to the top of the ladder as film funsters. Picture is great laugh entertainment.

Concerning the funnier and pleasanter side of being A. W. O. L. in Paris during the late World War. Wheeler and Woolsey are the two doughboys that figure it all out and decide that the best place to be in time of war is behind the lines—until two gals persuade them to be heroes for the big finish. However, the picture refuses to go serious even for the fadeout and the hero scene is just more room for another gag. There are music and dancing, two of the terpsichorean numbers being burlesques. No attempt is made at any formal introduction of the song numbers, the middle of a Paris street does its bit for the first; the effect is better than slowing up the action until the right spot is found, though, and the music is fair enough.

Dorothy Lee, as Annette, the "heart" of the picture is one cute little number and she has made a good part for herself out of a role that might have been just another ingenue. Edna May Oliver appears all too briefly and her comedy deserves more than the meagre part she carries in this picture.

Wheeler and Woolsey have let them haul in a couple of pretty old wheezes that sounded like a bit of inexpert padding but this production is far superior to the "Cuckoos," their first film effort and will decidedly increase their box office value. The picture offers an amusing hour for any audience.

Leonard to Gotham for Conference With Davies

Robert Z. Leonard left for New York last night to confer with Marion Davies on the treatment of "Rosalie" scheduled as her next starring picture under the Cosmo-Metro banner, which he will direct.

Miss Davies arrived in New York yesterday after a two months' vacation in Europe.

•

Comedie-Francaise Lowers Talkie Bar

Paris—The Comedie-Francaise has given in to the talkies. Not totally but sufficiently to permit their members to accept some of the big offers tendered them by the producers of talking pictures.

By a recent edict, members of the Comedie may take part in a picture providing the subject for the story material is not one taken from a play in the repertoire of the Comedie. Also that not more than one player from the Comedie may appear in the same picture.

•

Charlie Ray Cast In Musical Comedy

New York.—Lyle D. Andrews, New York stage producer, has engaged Charles Ray for a prominent role in his musical production soon to open on Broadway.

•

Warners' Bay District Houses Delay Opening

Warner's Huntington Park and San Pedro theatres now under construction will not be opened until the latter part of next November.

The building contracts on both houses called for completion dates around Oct. 1, but owing to lack of theatre attendance, this date is not being urged.

RAY COFFIN
PUBLICITY
GL 3201 — 6607 SUNSET BLVD.

The Hollywood Reporter DAILY

Vol 1, No. 12 Price 5c TODAY'S FILM NEWS TODAY Thursday, September 18, 1930

HEARST WANTS FOX

TRADEVIEWS
by W. R. Wilkerson

Ran into a very lively argument in one of our big studios yesterday. Several were participating but only two of any importance; the one a famous writer and the other an equally well known producer. The question being the author's rights in money valuation. The author quoted the recent contract signed by Sam Goldwyn for the services of Frederick Lonsdale wherein "Freddie" gets a guarantee for his writing plus a percentage of the returns of the picture.

You can imagine how the argument ran, with a producer on one end and an author on the other. The thing might be going on yet, but the big point of the whole thing, as I see it, is on what basis is Goldwyn or any other producer going to share with "Freddie" or any other author. Shall it be on the gross or net returns and in either event when and how is the author to be paid and on what figures? Shall these returns be settled on a monthly basis as computed by the distributing or producing organization and will it concern each engagement played throughout the country as royalty for part of the percentage of the house intake or gross rental; and what, if any, deductions are to be made before the author is "in"?

•

Speaking of writers, Paul Scofield has a great angle that looks to be a good bread-winner and at the same time is a great help to studios. Paul picks his own stories, buys them, puts them in picture form, treatment, script and dialogue, and then peddles them to the highest bidder. So far he has sold four and is working on his fifth.

It requires a good story brain to take such a chance, in addition to the fact the writer must be as well schooled as Paul in picture material to attempt a treatment, script and dialogue of the story. But the great value is the fact that he offers material to a studio in shooting form and they buy it on that basis or not at all.

This eliminates too much handling of script, and sometimes detrimental changes.

Is Said To Have Made Harley Clarke Offer For His Control Giving Clarke Big Profit On Short Investment

NEW YORK.—New York is all a-buzz with the rumor that William Randolph Hearst, heading a syndicate of bankers and Wall Street financial houses, has made an offer to Harley Clarke for the controlling interest in Fox Film Corp., including all the theatres, plus the interests of that corporation in Loew's, Inc.

This story is but in its rumor stage, but has plenty of foundation in view of the fact that it is known Hearst was the most disappointed man in the industry at the time the Fox control

(Continued on Page 5)

MARCO AT ROXY IN ROXY'S PLACE

New York.—Marco, of the firm name of Fanchon-Marco, and production head of all Fox stage units, will take over Roxy's duties at the Roxy Theatre beginning the week of Sept. 26th. Roxy sails for Europe on the 27th for a vacation preparatory to his joining RKO-National Broadcasting in October.

•

25,000,000 People See Movies Daily

New York—A survey made by the U. S. Department of Commerce of picture conditions throughout the world uncovers some astounding

(Continued on Page 2)

•

British Company In B'way House

New York.—British International Pictures, Ltd., have taken a 6 months' lease on the George M. Cohan Theatre for the exhibition of British made products. The house opens under this policy on September 26th, with the screening of "Young Woodley."

SIDNEY R. KENT OFF TO EUROPE

NEW YORK.—Sidney R. Kent, General Manager of Paramount, sailed last night (Wednesday) on the Berengaria, for Europe. Will join Eugene Zukor, Mel Shauer and Morris Greenberg in London for the purpose of effecting the tremendous theatre expansion Paramount-Publix is to work out throughout all of Europe, as exclusively, stated in this publication yesterday.

The European program involves purchase of a sufficient number of houses to afford Par releases.

Nobody But Al

Al Jolson opens at the Capitol Theatre Sept. 28 for a week's engagement at the record salary of $20,000 for the week. This, in addition to a split over $80,000, making Al the highest paid performer by many thousands.

N. Y. PAR'MOUNT FOR LONG RUNS

New York.—Owing to the crowded conditions of Broadway theatres so far as bookings are concerned, particularly with their own product, Paramount-Publix are turning their New York Paramount into a long run house instead of the weekly change. This new policy starts with the opening of "The Spoilers" this coming Friday.

The Brooklyn Paramount will remain on its old time basis as a weekly change house.

SLOW WEEK ON B'WAY "THREE FACES" SURPRISE

The heat took its toll from the Broadway houses this week.

The big surprises of the week were the business done at the Strand with "Three Faces East" doubling the previous week's gross for a cool $46,000 and the continued business of "Hell's Angels" at the Criterion and Gaiety, the combination knocking off close to $35,000.

Roxy took a nose dive with "Song O' My Heart," getting little better than $88,400. This looked like a natural for the Roxy, being the first New York run at popular prices. Along with the Roxy flop was the one at the Paramount with "Sea God," which just managed to turn $61,000.

The Capitol did O. K. with "Good News" and a haul of $58,200.

The brodie of the week was Jolson in "Big Boy," showing a low figure for the Winter Garden since it has been a picture house. The bad news was less than $12,000. "Office Wife" is in the Garden office ready to be shoved in if Al does not pick up next week. His appearance on the Capitol stage is figured to help the Garden gross.

•

New German Film Causes Berlin Raves

Berlin—All of Germany is raving over the picture now current at the Universum Kino, "Ein Tango fur Dich" (A Tango for Youth) with Maxim Merblanc and Jimmy Bolt in the leading roles.

MEYER Synchronizing Service, Ltd. Metropolitan Studios

Now Supervising MUSIC FOR TIFFANY

INDIANAPOLIS
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS OF INDIANAPOLIS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"ALL QUIET"
Circle Theatre

Indianapolis Times: The blue ribbon for being the best war movie filmed so far. It is my most sincere thought that if everybody in every country could see it, there would be no more wars.

Indianapolis News: Movie reviewers can, with safety, term the film the best of the war pictures. It is a magnificent spectacle. It is grim, humorous, poignant and dramatic.

Indianapolis Star: The mightiest drama of the war, either of the stage or screen. Gripping and intensely human revelation of what youth suffered in the war.

"MAN TROUBLE"
Lyric Theatre

Indianapolis News: Falls flat as a story through one great weakness—dialog. A picture that might have been excellent.

Indianapolis Star: The picture is another underworld play. The story is far-fetched. If you have not tired of the demi-monde thrillers, this one should please.

"GOOD NEWS"
Palace Theatre

Indianapolis News: Tuneful and enthusiastic as it ever was. In brief, this music show is breezy fun.

Indianapolis Times: Here is one of those free and easy adult stories about alleged college life that makes the world a happier and more tuneful place to live in.

"ANYBODY'S WOMAN"
Indiana Theatre

Indianapolis News: Inferior material, but the two leading performers infuse it with a certain sense of credibility that stimulates the interest.

Indianapolis Star: Many times the title constituted about all there was to the film, but there is the stuff in this picture that entertains even if it settles no problems after it creates them.

Indianapolis Times: Recommend "Anybody's Woman" as excellent entertainment, particularly for the adult audience.

"LAWFUL LARCENY"
Terminal Theatre

Indianapolis News: It is, in the main, a skillfully acted and directed picture. Hackneyed theme made interesting by Bebe Daniel's acting.

Indianapolis Star: This is not a fine play or a particularly gripping one, but there is a certain fascination in its performance by a cast of capable people.

Indianapolis Times: Enjoyable picture. Talk and story are sophisticated, with Lowell Sherman outshining everyone else.

WIDE ANGLE FILM DISCUSSED AT MEETING OF ACADEMY

Advantages and difficulties of wide film were discussed last night, when more than 400 various members of the motion picture industry gathered at the Cafe De Paris at Fox Movietone City under the auspices of the technician's branch of the Motion Picture Academy of Arts and Sciences.

The meeting was opened by Douglas Shearer of the Metro studios who advocated the use of 65mm. negative and printing on 35mm. positive to secure the minimum of grain texture that would otherwise be obvious in projecting on a wide screen.

Dr. Lee De Forest followed this speaker and related the discussion of the various meetings staged in New York by a committee selected by the Society of Motion Picture Engineers for the purpose of arriving at some standard in use of wide film. Although nothing definite was decided upon as a result of these meetings, the unanimous opinion of that body was in favor of 65mm. negative and 35mm. positive as the only solution.

Determined to make the meeting an open forum, for the expression of various members of the profession, Max Ree, an art director, was called upon to voice his opinion. He in turn said that the wide film could only be successfully used in the filming of spectacular scenes and would be a detriment to intimate dramatic situations that the present standard 35mm. film is taking care of to the best advantage.

The art director read some comments of a well known psychologist who declared that the excess background bound to come from wide angle film would detract greatly from smooth delineation of story and would be impossible for the human eye and mind to consume with any degree of ease.

The meeting was then adjourned for a three minute recess after which the chairman permitted anyone to get up and voice his opinion within three minutes. Each speaker had a different slant on the situation, and after all was said the Academy closed the meeting by promising to select a committee to work out a standardization of wide film.

Concensus of opinion voiced outside the meeting declared the most economical solution of wide film would be as advocated by Dr. Lee De Forest and Douglas Shearer—Photograph with 65mm. negative and print on 35mm. positive. This would save the exhibitor the cost of installing costly wide film projectors and would place the release prints in a position where it could be optional with the exhibitor to run on a wide or standard screen.

Stage and Screen Play Dual Opening

London—Something totally different in the eyes of amusement seekers took place in London last week. The Rachel Crother's story "Let Us Be Gay" had a double opening on one and the same night. The stage production had its premiere at the Lyric with Tallulah Bankhead in the lead and the talking picture was projected at the Empire with Norma Shearer in the starring part.

London critics had their fling at the comparative merits of both the play and the picture, the verdict of the majority being in favor of the stage play.

•

Scratch Bell As Mix' Successor

Rex Bell, who for the past three years has been trying to take the place of Tom Mix on the Fox banner, has been let out by that organization begining two weeks from now when his contract comes up for renewal.

The original contract called for five years with yearly option.

•

Cowan To Gather Data For Academy

Lester Cowan, assistant secretary to the Academy of Motion Picture Arts and Sciences will leave here next Thursday (18) for a tour of the key cities to interview representative exhibitors on requirements of release prints.

This survey, sponsored by the Academy, will be in the interest of gathering data for the standardization of release prints for producers to be governed by.

Cowan will terminate his cross country survey in New York, being scheduled to arrive there Oct. 1.

Gallagher-Compton In "New Morals"

"Skeets" Gallagher and Juliette Compton have been added to "New Morals," which goes into production at Paramount today with William Powell starring and Victor Schertzinger directing.

•

Highpower Hoodoo Dogs Albertson Footsteps

While enroute to San Francisco to pay Will Rogers a visit at his Lake Tahoe camp, Frank Albertson escaped death by a miracle when his car did an accordion act in a head-on collision with a truck.

Only injury suffered by the actor was a leg cut from flying glass. He left the wrecked car on the roadside and boarded a bus and discovered at the end of his destination that his suit case with more than $700 in it had been lost enroute.

Sure!

He saw FOX MOVIETONE NEWS

The New Education ⁘ ⁘ ⁘ ⁘ *By Rube Goldberg*

BY COURTESY OF THE McNAUGHT SYNDICATE INC.

While Rube Goldberg was in Movietone City filming his Fox feature mirthquake "SOUP TO NUTS", he got both pleasure and cartoon ideas from FOX MOVIETONE NEWS.

Wherever this famous news reel is shown theatres and audiences share in pleasure and profit.

PRODUCTION NOTES

Grant Whytock, former associate producer for Metro and Tiffany, has been engaged by Sam Goldwyn to supervise the editorial work on "The Prodigal," current Ronald Colman story now being directed by George Fitzmaurice.

●

Columbia has borrowed Mary Carlyle for the ingenue lead in "Roseland."

●

Aileen Manning and Nita Martan aded to cast of "Third Alarm" for Tiffany.

●

Tiffany is now making a burlesque on "The Divorcee" with their monkey troupe. Title of the subject will be "The Little Divorcee."

●

Louis Brock finished making "Aunt's in the Pants," starring Walter Catlett, for RKO.

●

Joseph Eaton, brother of Pearl, in RKO scenario department as reader. Recent grad of Penn.

●

Wheeler and Woolsey in intensive rehearsal for "Hook, Line, and Sinker."

●

Clyde Cook has been signed for a series of shorts by Christie. Production will begin in about two weeks, when Cook returns to Hollywood.

●

Crawford Kent, engaged by Sam Goldwyn to play the part of the brother in "The Prodigal," Ronald Colman's new picture. George Fitzmaurice is directing.

●

Moran and Mack are to do ten weeks of Black Crowing in RKO vaudeville, at a salary of $5000 per week. Harry Weber placed them.

●

Lichtig and Englander have announced the addition of Gayne Whitman to the cast of "Fingerprint" at Universal. They also lined up Vernon Dent for the cast of a short, as yet untitled, to be made at Darmour studios.

●

The Howard Seiter office has signed Margaret Clarke for the feminine lead in "The Lingerie Salesman," a two-reel Christy comedy. Arvid Gilstrom is directing.

●

Spanish version of "Dracula" next foreign for Universal. Production date not set for the vampire stuff.

●

Tyril Davis added to "Within the Law," Metro.

●

Lucille La Verne to "Great Meadows," Metro.

●

Raquel Torres to femme lead in "Aloha" to be produced by Al Rogell for Tiffany.

Hearst Wants Fox

(Continued from Page 1)

of Loew's, Inc., (with controlling interest in M-G-M) was announced in the papers and Hearst was said to have made the remark that he would have outbid Fox or anyone else for Loew's had he known a deal was even being thought of. This, together with the fact that Hearst, immediately on finding out that Nicholas Schenck had maneuvered the control over to Fox, told Louis Mayer, Irving Thalberg and others he would obtain the finances for them to start a producing and distributing organization providing they could get out of their existing contracts.

At the time Mayer, Thalberg, Rob Reuben and others offered to tear up their contracts, Fox was quoted as saying "What do you think I paid $55,000,000 for?"

Further credence to the yarn is gained by the fact that although Harley Clarke owns General Theatre Equipment and holds a virtual monopoly on all projection machines and contracts for the sales of most everything that goes into a theatre, he is not a picture man and if he can realize a handsome profit on his investment of a few months he will be glad to get out and devote his interests to his several other large enterprises, each in itself almost as big as his picture interests.

The how-why-and-when which might be involved in a merger of the interests of Fox and Lowe's, Inc., has been one of the chief topics for the industry for the past year. Official Washington has made no authorized statement, but those in the know have inferred that the merger could not and would not take place until the minority stockholders were given the same opportunity to sell their stock as was given the Loew, Shubert and other interests who tossed the control of the company by their sale. These sales were made at an average of better than $100 a share and it is thought, if and when Loew's, Inc., reaches $100 on the open market, the Government will do nothing to prevent the merger.

Those on the inside claim that Hearst has never been, nor will he ever be satisfied with the present hookup of affairs as concerns the release of his pictures through M-G-M. Shortly after the big deal was made, the Warners had papers already drawn and approved by Hearst for him to throw the release of his pictures through Warner-First National which was to include the newsreel as well, but the deal was blocked by the Hearst admiration for Mayer and Thalberg and the desire of Miss Davies to continue with the M-G-M organization.

The Fox Company is riding on a wave of successful operation in both studio and theatre and their net profits for the year will, in all probability, exceed the net for the same period of last year.

WILLIAM BOYD

Noted Star of Broadway Speaking Stage . . . . Sergeant of "What Price Glory," Original Stage Production . . . .

as

McNamara

in

"THE SPOILERS"

Now at the

PARAMOUNT THEATRE

LOS ANGELES

THE Hollywood DAILY REPORTER

Vol. 1, No. 13 Price 5c TODAY'S FILM NEWS TODAY Friday, September 19, 1930

RACKETEERS AT WORK

Fast Thinking Boys Buying Up Old Junk Film With Hot Titles Hoping To Hold Up Big Producers

A new easy money racket was unearthed by a representative of The Hollywood Reporter this week.

This scheme is proving a money-maker for many in the film business and entirely "within the law." The method is to buy up old films, long in the discard that have catchy titles, hold these for sometime, or until some big studio announces a special by the same title. Then after the studio has spent a fortune in production and advertising the gyp artists have a lawyer serve a damage suit claim on the studio claiming infringement on "their" property. Such cases

(Continued on Page 3)

TRADEVIEWS
by W. R. Wilkerson

The merger-rumor market is off to a flying start for the Fall season. Everybody is buying and everyone is selling. All companies being merged with the other. It's a great game. Good conversation and better reading. But what of it all? What will happen? Who will own what and what company will swap shares with the other? Who knows? Certainly not I and neither do the majority who are doing the talking and writing. All this knowledge is bound up in a small Wall Street circle. Those babies know.

However, it is a great tribute to Harley Clarke, "Winnie" Sheehan and Jimmie Grainger to know that most of the bartering concerns Fox Film. Less than nine months ago when Bill Fox was having his big grief, the boys that are now in print, with offers to Clarke for the Fox control, were very much in the background. They could have had Fox for the same price that Clarke paid for it, maybe a little less, but they were inflicted with the heebie-jeebies and every time anyone mentioned Fox they were found looking out the window. Now that Clarke has made some strides with the assistance of Sheehan and Grainger and shown the entire world IT COULD BE DONE, the boys are trying to talk Fox into other channels.

Sheehan has the right idea of the type of pictures that will make money. He has shown this with some of the greatest successes ever known to pictures. And given a few feet of celluloid with as many pictures on it, Jimmie Grainger will sell it in more spots and for more money than the pick of the others. And Grainger will not over-sell—he has at times, so have all of us—but he has an uncanny eye for the value of a picture that might not strike Mr. Exhibitor the same way at the time he is buying it, but after it has been played, he knows that Grainger was right.

The matter of "Cockeyed World" is history, but very few know the trouble that Sheehan had with Fox and others when they saw it. This-

(Continued on Page 2)

FOX TO PAY OFF WITH $1 DIVIDEND

New York.—Regular quarterly dividend of $1 on "A" and "B" common stocks of Fox Film has been declared by directors. To be payable Oct. 15.

President Harley Clarke declared:

"Prospects are that earnings for the third quarter will exceed the second quarter, and that earnings for the last six months of this year will exceed the last six months of 1929.

"This statement is based on contracts the company already has in hand."

J. McCORMACK PASSED BY FOX

Fox cannot see John McCormack at a $250,000 guarantee for another picture. "Song O' My Heart" did not break down the doors in the big city attendance markets and as a consequence the option they held for another picture was not exercised.

The returns in the small towns on this picture are causing a great surprise. The production is doing top business for the year.

Stahl To Remain With Universal

John Stahl affixed his signature to a new contract with Universal calling for the direction of three features.

After making the first on this three time ticket, he will move to Culver City and direct one for Metro, then return to the U. lot.

'U' After U-Boat Officer's Diary

Universal is now negotiating for the purchase of the war time diary of a U-boat commander. If the purchase can be arranged, a film rivalling in magnitude "All Quiet on the Western Front" will be made from the notes of the submarine service officer.

OHIO PAPERS WITH M-G-M IN "BIG HOUSE" FIGHT

Cleveland, O.—M-G-M, in trying to get the tough Ohio censors to release "The Big House," is selling newspapers on the idea of running the story serially.

Newspapers going for the idea, being unsympathetic about censorship.

Charge is that censors are holding film up until after election, Republican administration not wanting voters to remember penitentiary holocaust and riot that cost 322 lives on Easter Monday. And it looks like a big Democratic year.

Some papers plugging the story with teasers such as "Ohio Censors have banned it but the..... will print it."

Press Agent Clicks

Reports are circulating around the burg to the effect that Jack Francis, press agent at the Fox studios, has been formed to Paramount as technical advisor on "Only Saps Work."

Grainger To N. Y.

James R. Grainger, General Manager of Fox Films, left last night on the Chief for New York after spending two weeks in the studios looking over production.

LEROY TO MGM FOR ONE FILM

Mervyn LeRoy going to MGM to direct "Two Little Girls Together." LeRoy to rally about the First National standard January 1, when that studio opens.

LeRoy is under contract to First National and was actively with them until the shutdown of the Burbank plant.

Fox Closes Down Color Laboratory

Fox has closed up its color laboratory after deciding to abandon color at least temporarily. The plant was installed at the Western Avenue studios at a cost of $50,000. The machinery and special developing machines have all been packed in grease until that time when color on film will regain more popularity than it enjoys today.

The shutdown effects the employment of more than 20 men engaged in making Fox-Color prints.

MEYER Synchronizing Service, Ltd. Metropolitan Studios | Now Supervising MUSIC FOR CHRISTIE LIBERTY MAJESTIC

"OUTWARD BOUND" HITS N. Y. "SCOTLAND YARD" ALL RIGHT

Picture Better Than Stage Play

"OUTWARD BOUND"
Warner Bros. Production

Directed by.....Robert Milton
Story by.....Sutton Vane
Adaptation and dialog.....J. Grubb Alexander
Photography.....Hal Mohr
Featuring—Leslie Howard, Douglas Fairbanks, Jr., Helen Chandler.
Supporting Cast—Beryl Mercer, Alec B. Francis, Allison Skipworth, Montagu Love, Dudley Digges.

"Outward Bound"—a great stage play, has been translated to the screen with the same skill and exactness of direction which made this offering by Sutton Vane a work of art in its original form. The magic of the camera has enabled the producers of this picture to lift its eerie topic into new elevations of imagination. Studio craftsmanship has set each scene in faultless atmosphere and carries the strange tale to a new ending, which though it departs from the stage finish—caps the final moments with a welcome reality.

The various roles might have been written for the players—the entire company being so individually fine as to be above criticism. The cast comprises Leslie Howard, Douglas Fairbanks, Jr., Helen Chandler, Beryl Mercer (who played the same part in the play), Alec B. Francis, Allison Skipworth, Dudley Digges, Montagu Love and Mr. Lingley.

While "Outward Bound" will add nothing to the enchantment of "flaming youth" it will give lovers of perfectly acted drama something to cheer about.

Unstinted praise must go to J. Grubb Alexander who adapted the play to the screen; and to Robert Milton who directed the stage play and has visioned and elaborated Warner Brothers' finest talking picture.

●

Par. Divorces Theme, Title in Errol Film

The title of Leon Errol's picture for Paramount has been changed from "Social Errors" to "Only Saps Work." Par. bought the title being used and the story that went along with it, but so far has only employed the name-piece; the Errol picture has a story of its own for which Sam Mintz, Joe Mankiewicz and Percy Heath wrote the dialog. Cyril Gardner and Edwin Knopf directed.

●

Chase on "High C's"

Charlie Chase started work on "High C's" yesterday at the Hal Roach studios. Charlie plays the part of a doughboy and Thelma Todd is the French peasant girl and love interest. James Horn directing and Art Lloyd at the camera.

New Gag

Trying it out as an experiment, Fox studios stationed a recording apparatus in a theatre during the preview of "Up the River."

Audience re-action to the comedy feature was recorded so perfectly that they are going to have several hundred records made from the master disc and sent to exhibitors as a sales talk for the picture.

No Entertainment In R-K-O Short

"Humanettes"
R-K-O Talking Short

Produced by .....Frank L. Newman
Original Creation.....Bert Levy
Staged and Directed by.....Leigh Jason
Photography by.....Lloyd Mitchell
Dialog by.....Harold Tarshis

A combination of talking short and animated cartoon. The cartoons are great but the talk isn't and the whole comedy falls flat.

It is an attempt at transferring a stage "blackout" to the screen but somewhere in the shuffle the fast pace necessary to put over the laugh was lost and the result is anything but interesting except for the effect of seeing marionette bodies with life size, human heads. The photography is clever—outside of that, there is nothing new offered and the dialog is pretty bad.

There is nothing for exhibs to get excited over in this latest form of talking short for the entertainment value is decidedly missing.

●

Jackie Souder to Fresno for Fox W. C.

Jackie Souder, who has been m.cing at Fox Boulevard for the past three months, will be transferred to Wilson theatre, Fresno, beginning next Saturday.

Souder is the youngest m.c. on the Fox circuit, and prior to coming here three months ago, held the boards in Fox houses in Portland and Seattle.

Additional Credits

In reviewing the preview on "Those Three French Girls" and quoted in this paper three days ago, author of the original story and writer of dialog was omitted. Original story was authored by Arthur Freed and Dale Van Every with dialog by P. G. Wodehouse.

Crook Story That Will Sure Please

"SCOTLAND YARD"
Fox Production

Directed by.....William K. Howard
Story from stage play by.....Dennison Clift
Dialogue by.....Garrett Fort
Photography by..George Schneiderman
Cast .....Edmund Lowe, Joan Bennett, Donald Crisp, Lumsden Hare, David Torrence
Running time, 1 hour, 15 minutes.

"Scotland Yard" is a crook picture of romantic proportions, dealing with the rehabilitation rather than the glorification of the criminal. If anyone stops to figure out the plot they are going to find it rather sketchy. However, this isn't likely to happen, due to the excellence of the acting and the entertainment embodied in the dialogue.

In his adaptation of the stage play, Garrett Fort, who is also responsible for the dialogue, has evidently tried to inject action. Doing so he has resorted to sub-titles to denote lapse of time and change of locale. This gives the continuity a jerky feeling at times.

Lowe's interpretation of the crook who, having Scotland Yard on his trail, goes to war and comes out with the face of a prominent London banker, placed there by mistake in a plastic hospital in lieu of the one he lost in battle, is the highlight of the film.

The new face brings him into intimate association with the banker's wife, and also with considerable coin of the realm; develops a change of character and also a great love. Incidentally the crook had once met the banker and his wife just preceding the war. During the encounter he takes a locket which contains their pictures. It is the locket and the new face molded into the likeness of the photograph inside that brings about the mix-up of identities.

In the opening sequences Lowe plays the dual role of both the crook and the banker, affecting a really good makeup for the former. He also handles his voice well in playing the two characters.

Scotland Yard operatives move through the picture constantly but never seem to do anything in particular except ask questions and keep their own counsel. This lack of activity on their part until the final wind-up gives the impression that the picture is lacking something the title has implied. But then those English are slow going but inevitable!

Joan Bennett is as charming and capable as ever in the part of the wife who finds the man with her husband's face more appealing than the original. As the crook's pal, Donald Crisp is effective. Lumsden Hare and David Torrence are always pleasantly English as the Scotland Yard men.

Here is a first rate program picture, offering amusing entertainment for almost any audience, in spite of its weak points.

●

Varsity Show Wins "U" Prize

"Oh, Hector!" the 1930 varsity show staged by the Columbia University players at the Waldorf-Astoria in New York, has won the $1,500 first prize in a play contest conducted by Universal Pictures and College Humor Magazine.

William P. Smith wrote the book for "Oh, Hector!"; G. Edward Travis, William Mitchell and Homer Pearson, the music; and Milton H. Pascal, the lyrics.

●

"Roseland" Cast Now Complete

Columbia Pictures has completed the casting of "Roseland." The picture stars Barbara Stanwyck and the supporting cast includes Monroe Owsley, Ricardo Cortez, Blanche Frederici, Sally Blane, Victor Potel and Phyllis Crane. Lionel Barrymore is directing and Ernie Heller is doing the camera work.

●

Watt Laying Groundwork For Milestone's Next

Nate Watt returned here last Saturday and is now engaged in making preparations for Lewis Milestone's next picture, to be produced for Universal.

Milestone, who just returned from Europe, is now in New York and will leave for the coast within a week.

●

Berg Actor's Agent By Tie-up with Seiter Staff

Harold Berg, formerly associated with First National as a composer of lyrics, has turned actor's agent by affiliating with the Howard Seiter office.

Prior to aligning with First National, Berg was identified along Broadway as a scout for stage talent and is well adapted to fit the spot of associate in the newly organized Seiter staff.

●

Spanish Talker Ordered For Mexican Fiesta Day

El Paso—The International Amusement Corporation, which controls twenty-five houses in this vicinty, has picked out "Asi Es Ma Vida," the second Spanish talker made by Sono-Art, with Jose Bohr as its star, to celebrate the anniversary of the independence of Mexico in their picture houses. It starts today and continues for one week.

●

Lucy Cotton Gets Million

Lucy Cotton, former screen star and wife of late E. R. Thomas, given $1,099,000 dower rights against estate of former publisher of N. Y. Telegraph.

THE Reporter Daily

W. R. WILKERSON ... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Mike Molony, News Editor. Ralph M. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c

THE LOWDOWN

Claire DuBrey, prominent femme player in the earlier days of silent films, recently advertised for work in a casting magazine, announcing her willingness to play bits, dead bodies, off-stage voices, or anything else. Paul Stein, directing "Sin Takes a Holiday" for Pathe, took her at her word, and engaged her for a telephone conversation bit. Her voice coming from a telephone receiver will constitute her entire role in the film.

●

A producer at one of the local indie studios was promoting. Things were bad. A prospect showed up, and producer got busy talking big numbers into phone. The prospect was shown in.

During the conversation he had to phone his wife, and without asking, picked up the producer's phone to put in his number. Imagine the producer's embarrassment when the prop instrument fell apart in the "angel's" hand.

●

It looks as though they'll soon be playing soft music for a scene entitled "Reconciliation," for the benefit of Betty Compson and James Cruze. Miss Compson is playing one of the leading roles in Cruze's new picture, to be called either "Discontented" or "She Got What She Wanted," (sic!) And the other day she was seen to take home and mend two torn sweaters that belonged to Jimmie. It can't be such a far cry from mending sweaters to patching up whatever trouble separated them.

●

A very prominent director has been called off and shifted from an assignment. Reason: wifey has started proceedings for divorce against him and sued for alimony. The wedding was of the shotgun variety and the powers that be no like the situation.

●

Fred Church has finished the "Unknown Rider" and starts immediately on his second picture of a series for the indie market, working at Cinephone studios.

●

Zasu Pitts to "Sin Takes a Holiday" at Pathe.

Scotch Gag!

The first Scotch miniature go'f course was discovered here when an ambitious operator, frantic for business, stuck out a shingle announcing that all children in arms would be admitted free.

Oakie's Picture Goals In St. Paul

ST. PAUL, Minn.—Picture business in St. Paul for the current week O. K. Going along at a steady money taking pace due to the fact that one smash hit and a couple of better than average attractions are holding the field for the fans.

Paramount Theatre: "Animal Crackers" no smash but doing a good steady business. Dragging in the fans steadily but not making any records.

Riviera Theatre: "Holiday." Comedy competition from the Marx Brothers is affecting the draw for this one. Well liked by those who have attended but it is not doing the business it should. Good picture going to waste and not getting any build up from publicity.

Orpheum Theatre: "Shooting Straight" doing fairly well because of Dix draw. This is the Dix home town and the fans are loyal. Holding up well under direct competition from "Animal Crackers" playing across the street.

Tower Theatre: "Sap from Syracuse" is packing 'em in. It's a hit and they come in droves. Oakie well liked here and Ginger Rogers has been talked about since "Young Man of Manhattan" and "Queen High." Best business of the week for this one.

●

Gyp Movie Schools Still In Existence

San Francisco—The Los Angeles police officials and better business bureaus are accredited with driving the fake movie schools out of existence, after a long fight. Now they are springing up all over the state, operating unmolested. San Francisco boasts of three at this writing, with no estimate of the number planning to enter the craft of making Gilberts and Swansons of the yokels for a fee.

●

TRADEVIEWS

(Continued from Page 1)

same trouble was piled on Grainger's shoulders when he insisted that exhibitors throughout the country should play it for twice their regular run and pay equally more money. But Sheehan won out and so did James.

Fox has had its share of bloomers in pictures as well as every other company, but when the balance sheet is totaled this year, I have an idea, with and without bloomers, they will show a fat profit.

And when they show big profits that little Wall Street circle starts working. The result of this work? Who knows?

CHEER UP! GOOD TIMES COMING IN FILM BUDGETS

Whether it was a play to incite a more optimistic spirit toward prosperity or given in all seriousness, one of the local daily papers reported last week the new season's production and cost budget figures of the various studios. The total sum mentioned was $250,000,000. To a press agent or a movie editorial writer that much money is a mere drop in a panhandler's hat.

Let us analyze the situation, just to be different. M-G-M will make 50 pictures, and some shorts. The schedule says these will cost $76,-000,000. In other words each feature will be a million dollar baby, with the shorts costing about $50,000 each. Bring the smellin' salts—or the hypo needle.

Paramount comes next with $50,-000,000 to make 65 features, a lot of shorts, and pay a couple of bills besides, and yet they still won't come in the figger slinging class of M-G-M. They should change press agents, and get a better break.

Warner Brothers and First National must have been bashful for they only said $40,000,000 and a mere $17,-000,000, Warners getting top figgers over F. N. That's that.

Fox, maybe because they don't want to scare people, just said 48 pictures and just $25,000,000, maybe they read what the others said first, and were ashamed.

Pathe said $15,000,000, and Tiffany said $10,000,000, and Universal, instead of topping Tiff a few million said the same thing, $10,000,000. Columbia, who actually makes money and seldom spends millions, just said, oh, $10,000,000, for what are a few millions in the movie racket?

The Hoakum Film Company, announces they will spend $77,000,000, just to make M-G-M jealous. Of course they haven't the dough, and could never spend that much if they had, but to be smart that's all, to be smart—and supervisors saving cigarette butts too.

Money is no object in Hollywood, none what-so-ever—ask the press agents or the boosters' league.

Fair Crimps Gate Of Tacoma Houses

Tacoma, Wash.: The West Washington Fair put a decided crimp in the movie business of Tacoma, Washington, this week. Competition was too great and theatre returns suffered accordingly. "Song O' My Heart" was the only picture that stood the strain and turned in a good account. "Moby Dick" is being held over despite the fact that it slipped towards the end of the week. "Leathernecking" and "Sap from Syracuse" did just a fair amount of business and "Temptation" went completely bad.

Here are some of the raves on "Song O' My Heart":

News-Tribune

World of appeal in this picture. Charming in its simplicity and tenderness. Plenty of praise for McCormack.

Tacoma Times:

Wholesome story related in a simple but entertaining manner. A triumph for the audible screen.

Tacoma Ledger:

Recommended as one picture you cannot afford to miss seeing. John McCormack is the picture, and he makes it unusually good entertainment.

Fox West Coast interests here, operating the Fox Rialto and Fox Broadway theatres, have purchased the entire 1930 output of Fox, Paramount and M-G-M, it was revealed today.

Closing of the contracts with the three producing companies necessitates a change in policy at the Fox Rialto. Hereafter, the showhouse will go on a split-week playing basis, presenting new films every Wednesday and Friday.

Box Office Okay In St. Petersburg

St. Petersburg, Fla.: Business in St. Petersburg, Florida, is picking up due to the fact that the big season has started with the opening of the schools. "Man Trouble" proved the only decided flop. "Common Clay" didn't gross as much as was expected after its showing in other cities, perhaps due to the hard panning of one critic who declared it unfit for screen showing on account of making a heroine out of a wayward girl. "Grumpy" a big hit with capacity houses and "Rich People" satisfied the crowds.

The "Evening Independent" has this to say:

of "Common Clay":

Melodrama of the old school in a modern setting. The dialog is highly theatrical and gobs of hokum have been spattered all over the place.

of "Rich People":

Decidedly entertaining. Dialog is interesting and sometimes clever. Miss Bennett and Regis Toomey play well.

of "Grumpy":

Is one of that type of real successes, with real human attractiveness. Delightful characterization by Cyril Maude and the support given the star is excellent.

●

El Brendel and Luana Alcaniz in "Women of All Nations," at Fox.

Mr. Exchangeman
FRED CHURCH
In
A series of Out-Door Comedy Dramas
Powers Cinephone Recording
First release now ready for delivery
"THE UNKNOWN RIDER"
Thrills . . . Action . . . Dialogue
Write, wire for territory
GOLDEN EAGLE PICTURES
2165 5th Avenue
LOS ANGELES, CALIF.

ST. PAUL - - INDIANAPOLIS
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"SHOOTING STRAIGHT"

Palace-Orpheum Theatre

St. Paul Daily News, Sept. 14th: St. Paul will, of course, enjoy this film, whatever the story, for Richard Dix, the home town boy, is its star. Chicago hasn't a thing on Hollywood when it comes to gang war. Just one difference—no bystanders are shot. But a lot of theatregoers are bored to death.

"ANIMAL CRACKERS"

Paramount Theatre

St. Paul Daily News: Two hours of wild foolishness. If you don't want to see "Animal Crackers," you might just as well stay home all winter. There won't be another movie as funny.

St. Paul Pioneer Press: A film version of their stage play of the same name.

"HOLIDAY"

Riviera Theatre

St. Paul Daily News: A first rate play. The memorable thing about the movie version is the performance of Ann Harding in its principal role. This is probably the best acting the movies have mustered.

St. Paul Pioneer Press: Misunderstandings and juggled sweethearts are prominent in "Holiday."

"SAP FROM SYRACUSE"

The Tower Theatre

St. Paul Daily News: Jack Oakie swaggers amusingly and amusingly. The picture strengthens the notion that Ginger Rogers is one of the more charming of movie girls.

St. Paul Pioneer Press: Oakie's attempts to save the million dollar mining property for the heiress, from the crooks' clutches, furnish the main thread of this yarn.

Indianapolis: Business for the movie houses in Indianapolis, is on the whole, better than fair for the current week. The big surprise is "All Quiet" on its second lap, a flop necessitating a change to "Animal Crackers" the middle of the week. "Top Speed" with Bernice Claire doubling in the flesh is in the big money. "Sins of the Children" no go and doing badly, "Three Faces East" keeping up a good average and "On Your Back" doing good business.

"TOP SPEED"

Indiana Theatre

Indianapolis Times, Walter Hickman: Light entertainment, which proves to be a lot of fun. You will laugh. It is good for you.

Indianapolis Star: Good gag show. Strong on slapstick humor but weak on plot. Song sequences, especially the ensembles are not particularly impressive.

"SINS OF THE CHILDREN"

Palace Theatre

Indianapolis Times, Walter Hickman: Louis Mann and his supporting cast play it so honestly and humanly that the defects in the story vanish under the magic of good and sincere acting. It seems to go back to the days when we liked our stories to be sentimental and eye dripping.

"THE EYES OF THE WORLD"

Terminal Theatre

Indianapolis Times, Walter Hickman: Rather common story. It has not even been brilliantly acted.

'ALL QUIET' MOPS AKRON OTHER ATTRACTIONS FLOP

AKRON, O.—Poor business for the exhibs in Akron for the week, with the exception of "All Quiet on the Western Front," which has knocked the movie patrons for a loop. Too many musicals reached the town this week and the fans are showing their dislike for this form of entertainment by seeking their amusement elsewhere. Poor Western didn't help much.

"All Quiet on the Western Front" got off to a big opening at Warner's Strand this week. It drew the big rave notices and is satisfying the fans. It looks like a two weeks' holdover.

Orpheum Theatre: "Anybody's War" went over for big business for the first week but took a nose dive over the week-end that sent it into the red so that it was jerked out and "Grumpy" put in.

Loew's Theatre: "Love in the Rough" got off to nothing more than a fair start. Musicals not doing so well, the fans being fed up on them.

R-K-O Palace: "Dixiana" after a big opening, slumped to just fair business. More proof that musicals are slipping fast.

Colonial Theatre: "Last of the Duanes" not making much of a showing. O'Brien not a particularly big draw in this town. Kids make up most of the audiences. This kind of picture no longer adult fare.

Racketeers

(Continued from Page 1)

seldom come to court, for the studio having spent a pile of money buys up the 'rights' of the former picture for a healthy sum of money and gets the 'title.'

A local indie is now waiting for Universal to start production on "The Oregon Trail," and spend a bank roll in exploitation. Then the indie expects to step in and sue for damages or settle out of court.

This producer in question secured the cheap western by this title when he bought up the junk films of a defunct independent laboratory. The picture was based on a ten-cent folder, rights of which were bought for a song from an old settler, who wanted to turn author and achieve some O. Henry fame in his declining years.

Another case in point regards the "Arizona," made sometime ago by Fox. An indie had made a short subject by this title that was on the shelf. Perhaps the Fox people never heard of it. Any way the indie did. After Fox had made the picture, advertised it and booked it all over the country into theatres, the indie started suit, got an injunction, or tried to, with the result that the Fox people gave him $5,000 and that ended it.

BIG PRODUCERS...

KNOW

We Make Perfect Titles

AND

ANIMATED TRAILERS

Pacific
"EVERYTHING IN TITLES"
TITLE & ART STUDIO

LEON SCHLESINGER, PROP

1123 No. Bronson Ave. Just north of Santa Monica Blvd.

HOLLYWOOD, CALIF.

HOllywood 9220

NEW YORK
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"ON YOUR BACK"

Hippodrome Theatre

Daily News Irene Thirer: A fast-moving piece. An engrossing little picture, made especially attractive by Miss Irene Rich's charming performance.

N. Y. Times Mordaunt Hall: The film is neither good nor bad and succeeds in running along its mediocre path with some degree of suspense.

N. Y. American Regina Crewe: Moderately interesting entertainment. It is a story of how clothes make the woman—and women make the men. Capably cast.

N. Y. Herald-Tribune M. Tazelaar: For a not too discriminating audience. A cheap yarn, yet one that does not wholly lack interest, and here and there a suggestion of better things than it offered.

"LEATHERNECKING"

Globe Theatre

The Mirror Bland Johaneson: The marines on a desert island with girls, gags and music. The story is frankly musical comedy.

Herald-Tribune M. T.: Extremely mediocre affair. Apparently offered as musical comedy. Is quite without meaning, clarity or continuity.

N. Y. World Quinn Martin: Devitalization has attacked the musical comedy, "Present Arms," in its transference to the screen. At best a fair movie and that is giving it a break.

"FOLLOW THRU"

Bklyn and N. Y. Paramount

Evening Graphic: Julia Shawell: A few naive but elaborate innovations and new songs mark the work, but neither addition particularly distinguishes a stage story which depends mostly on its two stellar names for box office attraction.

N. Y. Herald-Tribune Richard Watts, Jr.: Emerges as a motion picture in rather good technicolor, but despite its cast, it seems lengthy, labored and common-place photoplay.

N. Y. Sun John S. Cohen, Jr.: Fashioned in the conventional stage manner, as a result of which it lacks spontaneity and exudes that machine made air.

N. Y. Evening Post Thornton Delehanty: As a means of sapping the considerable life and gaiety in the stage production the mere device of transferring it to the screen has proved eminently effective.

Daily Mirror Bland Johaneson: A whole lot better than its army of predecessors. "Follow Thru" comes through as diverting, entertaining musical comedy.

N. Y. Times Mordaunt Hall: Without Jack Haley it would be just so many scenes of Miss Carroll looking lovingly into the eyes of Charles Rogers.

N. Y. American Regina Crewe: If the prejudice against the form is not too great, the picture will be found to provide a pleasant, if unexciting, entertainment.

Jack Gain Agent

John J. Gain, general manager of Paramount here for two years, and formerly with Universal, has joined forces with Frank Joy. Mr. Gain will organize a special agency department for his new connection, starting today.

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9280
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

Twelvetrees In Title Role of Henderson Story

Helen Twelvetrees has the title role in "Millie," Donn Henderson Clark's story, which Charles Rogers will produce for RKO release. John Francis Dillon is directing. Rebecca and Silton placed her.

●

Report "Gray Room" Stage Rights Peddled in Gotham

Report about that Wallace Smith has sold out stage rights of "Gray Room" to Frederick Goldsmith of New York. Set for January presentation on Broadway.

●

"Princess Charming" All Burned Up at Boston

Boston premiere of "Princess Charming" wound up in the ashcan when all the scenery was destroyed by fire on the night before opening.

●

Vogt Engaged

Cecil L. Vogt has just signed with Short Dramatic Features Company as business and production manager. They will make a series of six westerns starring Bill Mansfield, who has been playing leads in stock down in Texas and has had experience as a cowboy. Production will start in a week or ten days over at Tec-Art studios. They are negotiating for a release.

DeForrest Sound For Breakfast Club

The Breakfast Club has been presented with a DeForrest type A. sound equipment by M. A. Schlesinger.

The presentation was made by J. Boyce Smith for Schlessinger and was accepted by Maurice DeMond in the presence of U. S. Senators Shortridge, Shipstead, Pittman and Swanson. Others present at the presentation were Louis B. Mayer, Cecil B. deMille, Elisha Walker, President of Transamerica and Orra Monnette, its vice chairman, David Hochright of General Talking pictures and others.

●

Friedman Stricken With Appendicitis

Phil Friedman, casting director for Universal, down with appendicitis. Operation believed to have been performed in time to save his life. Condition still grave.

●

Karlos, Morton Placed With Columbia Studios

Gould and Price have placed Boris Karlos under five-year contract to Columbia. His first assignment will be the part of Galoway, one of the leading roles in "The Criminal Code." They have also announced the addition of Charles Morton to the cast of Columbia's "Dawn Trail."

SURE!
We Make TITLES in Any Language
and Trailers
Pacific
"EVERYTHING IN TITLES"
TITLE & ART STUDIO
LEON SCHLESINGER, PROP
1123 No. Bronson Ave. Just north of Santa Monica Blvd.
HOLLYWOOD, CALIF.
HOllywood 9230

THE Hollywood REPORTER
Today's Film News Today

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Mike Molony, News Editor.
Ralph K. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

BERLIN B. O. DOING WELL

Berlin.—Business for the past week has been steadily picking up here. Two pictures made decided hits; "Keusche Joseph," ("Shy Joseph"), at the Atrium . . . this was the name of a popular tune in Berlin a couple of years ago . . . and "Der Greifer," ("The Grasper"), previewed at the UFA Palast. The latter is a UFA picture, starring Hans Albers and Charlotte Susa, directed by Eichberg. "Drei Von Der Tankstelle," ("The Three from the Tankstelle"), is in its second week at the Gloria Palast.

The Marmorhaus is doing its fifth week of good business with "Grosse Sehnsucht," ("Great Sorrow"). "Vabanque," starring Lil Dagover and Gustave Gruendgens, was previewed at the Capitol where "Zwei Welten," ("Two Worlds") got off to a very poor start in its first week. "Lindenwirtin" ("Keeper of the Lindens") still going strong in its third week at the Universum.

•

Par. Using Book Title For Farce

Having purchased the current best selling racketeering book titled, "Only Saps Work," Paramount is holding the contents of the book for future use, but is using the title for the current Leon Errol production.

The new Errol farce started in production with the title of "Social Errors" adapted from a mystery farce by Owen Davis by a trio of live wire adaptors including Sam Mintz, Percy Heath and Joseph Mankiewicz. Production now in its final stages is being directed by Edwin H. Knopf.

Hawks at Loggerheads With Harry Cohn

Unable to arrive at an amicable agreement on cast for "The Criminal Code," Howard Hawks, borrowed from First National to direct the picture, is said to have delivered an ultimatum to Harry Cohn in which the director declared, if he did not have full say on the cast, he would remain at home.

•

Warners Work in East

(Continued from Page 1)

will be devoted to writing popular material and show tunes.

In the event there is need of picture songs in the new program of pictures, the work of writing them will be done in the east until such time as the volume and speed of production can not stand the delays that will be bound to come up under this practice.

This move does not include the studio arrangers or musical conductors, which staff will be kept intact under the complete supervision of Erno Rapee.

THE LOWDOWN

Heart-throb: A girl who has not forgotten a pal of the "old days," is Ruth Roland. Years ago she and Andy Waldron, once a well known player, worked side by side. Today she is rich—he is poor and an old man. Just recently she presented him with a life tenancy in a bungalow court which she owns, and visits him daily—bringing gifts and a lot of happiness to the old boy.

•

Polly Moran called up the studio the other day to let them know that she'd be a few hours late. "Where are you?" asked the studio. "I'm down at the Los Angeles Tent and Awning Co., having a brassierre fitted," answered Polly.

•

The romance between Claire Windsor and Phil Plant, young millionaire ex-husband of Connie Bennett, which thrived for several months—has collapsed. Ever since the night his yacht rammed another and sank in Long Island Sound, she no like no more. An angle which even the N. Y. dailies missed is the fact that Phil jumped first, and by the time the fair Windsor hit the water, encircled by a life preserver, he was ready to sink. Contrary to all tradition, and published reports, she hauled him in—with the result that they, and the whole affair were "all wet."

•

It is Polly Moran who refers to the deMille stage as "The Land of Nod."

•

Reprint: "Dear Lowdown: Parked at a ringside table in the Central Park Casino this evening, I was moved to note that the 'heart' of New York resembled more than faintly Old Home Week in Hollywood. Among those cutting capers were Marion Davies, Marilyn Miller, Matt Moore, Harry d'Arrast and Harry Crocker at one table; Virginia Valli, Alice Joyce at another; Agnes Ayres and Lewis Milestone;Vilma Banky, Rod LaRocque and Madeline Hurlock, who just returned from Europe, sat at another.

Unless my eyes deceive me, there was Herman Mankewicz, the well-known wit of Hollywood, sound asleep with his elbow in a finger bowl.

(Signed) A Well-Wisher."

•

From things we hear, a director on the Fox lot has had his head turned—in fact it's turned so far he almost walks backwards. It must be a financial success which has gone to his head, however, for he has neither an artistic nor box office success to his credit.

•

The neighborhood around Big Oak, Los Feliz, is peaceful once more following the exodus from its vicinity of a trio comprising a youthful film star, her young actor-husband and the first named's mother. The "battles" between the girl and her mother were loud and frequent, all efforts of the young husband at quieting them being futile. Things reached such a pass that for a time the only escape for the starlet was to run out into her car, already started by the chauffeur in such emergencies, who would carry her off as she ran screaming from the house. P. S. "They say" that Ma is a demon—the sympathy being all for the girl.

•

The film luminaries in our midst have recently visited the plastic surgeons, for reasons other than face-lifting or nose bending. One is an ingenue, the other a well known leading woman, and which has benefited the most would be hard to say. The physical aspect of both has been improved considerably, and 'tis rumored that a few more will "follow suit."

•

The only Spanish dialog used in Howard Hughes' Spanish version of "Hell's Angels" is during a special prologue made for the picture in which stock shots of the screen celebs arriving at the world premiere of the picture at the Chinese theatre are shown. Jose Bohr acts as m. c. in Spanish dialog and the story is explained from there on with titles until the Zeppelin sequence when English dialog is spoken without the use of titles.

BIG SOUND DEAL ON

(Continued from Page 1)

Stone; Charles Stuart of Halsy-Stuart, H. M. Warner; David Sarnoff, and Harley E. Clarke, and W. S. Gifford, president of the American Telephone and Telegraph Company.

The meetings now in progress, having been carried on from Friday with short intermissions, will spell the answer to the patent problems, in that the Electrics might buy out Schlessinger, the producers and distributors might join forces with Schlessinger to force the Electrics out of the picture business or all will retire to await the decision on the appeal to the General Talking Picture infringment against Western Electric and others.

The Rialto, with an ear to the wall of the Savoy-Plaza, is of the opinion that the most likely settlement will be between Schlessinger and the producer-distributor element in that the makers of motion pictures now carrying a license with ERPI and RCA will join hands with the owner of the Reis patents in an effort to ring down the picture curtain on A. T. T., W. E. and RCA in that the producers will agree to paying talkie tribute to Schlessinger instead of the others in return for protection, not only of patents but legal procedures that are bound to develope in event they stop paying the Electrics royalties.

Schlessinger is understood to have told the producers he will give them every protection in event they come to an understanding. This understanding is said to be as follows: That all producers immediately stop paying ERPI or RCA royalties or purchase any parts for the equipments that are now in use in either studio or theatre concerning talking pictures. That this royalty be paid into a fund at a designated bank, to be held in trust until the appeal comes up. In return for this, Schlessinger will grant the producers a license to operate under his patents and will defend them in any action taken as a result of this agreement on the part of the Electrics.

On the other hand it is thought that W. S. Gifford, president of the American Telephone and Telegraph Company, is trying to make a deal with Schlessinger to drop all suits for the payment of a lump sum permitting the Electrics under his control to continue their activities in pictures. From inside sources there seems to be little likelihood that Schlessinger will sell out.

A Big Tax

The producers of motion pictures are paying ERPI a heavy tax for the right (right or wrong) to make pictures under their license. Not only are the royalties very steep, but the price charged by this group for parts for both recording and amplifying equipments in studios and theatres, is, many, many times what they should pay. For a part that would cost Western Electric less than $15 to manufacture, it is said the studios are paying in excess of $450. The studio could make up the part in their own workshop for less than $20 but their agreement with ERPI will not permit them to use anything on "their" equipment but what comes from their plants and licensed by them.

Mr. Exchangeman
FRED CHURCH
in
A series of Out-Door Comedy Dramas
Powers Cinephone Recording
First release now ready for delivery
"THE UNKNOWN RIDER"
Thrills . . . Action . . . Dialogue
Write, wire for territory
GOLDEN EAGLE PICTURES
2106 5th Avenue
LOS ANGELES, CALIF.

The Hollywood Daily Reporter

Vol. 1, No. 14 Price 5c TODAY'S FILM NEWS TODAY Monday, September 22, 1930

BIG SOUND DEAL ON

TRADEVIEWS

by W. R. Wilkerson

Paramount has turned out a 24 sheet poster on "Anybody's Woman" that to my way of thinking is perfect. If you have not seen it, it is easy to describe—the only lettering on the entire sheet is "Ruth Chatterton and Clive Brook in "Anybody's Woman." At the bottom of the sheet is "A Paramount Picture." The only picture on the poster is one of Ruth Chatterton in a most attractive pose. The whole thing tells a tremendous box office story with only a few words and one picture. That's the reason for the B. O. angle. It's the best sheet we have ever seen. And the most effective in every way.

Why do some advertising heads insist on putting everything but the kitchen stove on a poster? Certainly the public does not have the time or the inclination to read all the printed matter and look at all the pictorials.

The only interest Mr. and Mrs. Pub have, is the name of the picture and the outstanding artists who are in it, together with "A" pictorial that will attract and tell them something of the story. Anything else ruins the whole intent of the poster.

Going back to the one on "Anybody's Woman"—anyone can tell at a glance that Clive Brook and Ruth Chatterton are in the picture. If they like these artists they are sold at once. The pictorial on this poster, that of Miss Chatterton in such an attractive pose, tells them that "she" is the woman, and you pass on, with the conviction that, if "she" is "Anybody's Woman" you would like to have her, or at least see the picture. The illustration will offset any prejudice that might exist for these two featured players, if that would be the case.

That poster is showmanship plus an intelligence and understanding of human nature that deserves the first poster prize of the month.

The fact that exhibitors all over the country are using more newspaper space for their advertising than ever before might be credited to the lack of box office pull of posters being fed them by the exchanges.

Leaders Of The Industry, Bankers And Representatives Of Western Electric And RCA Meeting With Schlessinger

New York—Meetings now in progress at the Savoy-Plaza Hotel mean the end of all sound difficulties in so far as patents, their infringments and the future safety of talkies are concerned.

And still—it may mean only the starting of a terrific war between forces lined up on three sides with American Telephone and Telegraph, Western Electric and RCA on one tangent; the producers and distributors licensed by the above companies on another, and the Schlessinger interests flanked on the third side.

Those in attendance at the meetings are M. A. Schlessinger; Adolph Zukor; Sir William Wiseman, representing Kuhn-Loeb, the Paramount bankers; Richard Hoyt of Hayden-

(Continued on Page 2)

Television Hits All Of Germany

Berlin—Television (Baird) was shown for the first time in Germany at the Scala this week and proved a sensation. All of Germany is talking about it and exhibitors are coming into Berlin from all over Central Europe to look at and hear this new form of entertainment.

•

Shubert's Show Big Loss

Shubert Theatre Corporation and subsidiaries for the year ended June 30 report an operating profit of $69,203, which depreciation and interest charges turned into a net loss of $1,231,108. Of this loss, much the greater part—nearly 80 per cent—fell in the first half of the fiscal year and 20 percent was incurred in the second half as conditions improved. For the preceding fiscal year net profits, after depreciation, interest and federal taxes, were $1,076,376.

BELL-HOWELL AFTER FEARLESS

There is a possibility of Bell-Howell taking over the Fearless silent camera patents, we learn. Several conferences have been held between Bell-Howell chiefs and Fear in Hollywood during the past week.

Fear has both 65mm. and 70mm. cameras, which-Howell has not, with Mitchell Camera Company, partly owned by Fox Film, having a monopoly on wide film cameras. In order to secure this asset the Bell-Howell people have made Fear overtures, with Fear giving up his plant and taking the West Coast post of Bell-Howell representative, if the deal goes through.

•

Burr In Production

C. C. Burr, former First National producer, and for many years one of the leading independent producers in the field, broke out of the shell of inactivity this week to produce a series of one reel Sport-Logs.

Amos 'n' Andy

With production of the new Amos 'n' Andy picture all completed except a couple of pending sneak previews, slated for anywhere between here and Indiana, RKO has set a definite release date for the picture.

Retaining the original monicker of "Check and Double Check," it will be shown to the public on Oct. 24.

Tiffany Concentrates On Class Production

Upon the arrival of Grant L. Cook, vice-president of Tiffany, it was learned that this company will make its coming year's program of pictures the most elaborate in the history of the studio.

The physical resources of the Tiffany studios will be concentrated on ten specials, leaving the so-called "program features" to be produced outside.

In addition to the Tiffany "specials" the studio will accommodate the making of 16 other features and two western series, one featuring Rex Lease and the other Bob Steele.

Warners Will Confine Work Of Writing Film Songs To East

Bobby Crawford sent telegraphic instructions here last Saturday calling all remaining songwriters under contract to Warners and First National to New York for a serious confab.

The nature of this move, as learned from inside sources, is to abandon all writing of songs for Warner pictures on the coast and confine this work to the New York publishing houses, where most of the composer's time

(Continued on Page 2)

Hughes Financing Mary And Doug

New York—The next picture to be made by Douglas Fairbanks and Mary Pickford for United Artists release will be financed in whole by Howard Hughes as owner of Art Cinema Finance, recently acquired from Joseph Schenck and members of United Artists.

The MEYER Synchronizing Service PLAN is the natural solution to the present music problems of all major producing companies. It embraces maximum quality at minimum cost. Phone GRanite 3111.

NOTES ABOUT MUSIC

26 NEW NUMBERS FOR TRADE

An average of three new popular sheet tunes have made their appearance on the local market according to a check made on the new arrivals for the past ten days.

Of the 26 newcomers there are 13 pops, 12 picture songs and one showtune. Famous heads the list by introducing five picture songs. Witmark follows with four picture tunes from the Al Jolson picture, "Big Boy." Harms, Remick, Feist and Red Star show three apiece while De Sylva, Brown and Henderson, and Berlin are credited with two, and Robbins one.

Titles of the new numbers in the Famous catalog are: "A Peach of a Pair" by George Marion and Dick Whiting, and "It Must Be You" by Eliscu and Serwin, both used in Par's production of "Follow Thru." Others are "Beyond the Blue Horizon," "Always and All Ways," and "Give Me a Moment Please," all by Leo Robin, Dick Whiting and Franke Harling, and used in "Monte Carlo," a Par picture.

Witmark shows four from the new Jolson picture, "Big Boy," including "Tomorrow Is Another Day" and "Liz Lee," by Green and Stept: "Little Sunshine" and "Hurrah For Baby and Me," by Mitchell, Gottler and Meyer. Feist's three new pop tunes show "I'll be Blue Just Thinking of You," by George Whiting and Pete Wendling: "Sweetheart of My Student Days," by Kahn and Simmons, and "What's the Use," by Isham Jones.

Harms has "Eating My Heart Out For You," a pop tune, "Three Little Words," from "Check and Double Check," a Radio picture, and "Body and Soul," an English tune being used for the Libbey Holman show. Remick has "Maybe It's Love" from F. N. picture of the same name, "Since My Wife Took Up Miniature Golf," a pop by Gean Schwartz and Jack Meskill, and "Wasting My Love On You," by Edgar Leslie and Harry Warren.

Red Star shows, "I Don't Want It, You Can Have Daylight Saving," by Cliff Friend and Jimmy Monaco; "Song of the Big Trail" by Hanley and McCarty for Fox picture of the same name and a pop tune by the same authors, titled "My Sing Song Girl." Berlin is introducing a new waltz titled "Just a Little While" and "Just a Little Dance," by Charles O'Flynn and Ben Gordon. Robbins lone number is a pop tune called "This Side of Paradise," by Billy Rose and Lee David.

●

Warbles for Arnheim

Leonard Goldstein has booked Billy White, tenor soloist of the Ted Fiorita band, into the Arnheim organization beginning Oct. 1. Arnheim is also negotiating with Buster Dees, staff singer of the KFWB radio station. The latter has been substituting for the Biltmore trio during the past week, owing to the illness of two members of that group.

New Radio Dictator

In addition to representing Harms on the coast, Artie Mehlinger has been endowed with the power to sanction or prohibit any local radio station's use of any number in the Harms catalog. This same power should be in the hands of all music publisher representatives, as it gives them control over the use of a hit, which is often spoiled by constantly being played over the air.

Music Leaders

List of 12 best sellers in sheet music along the Pacific Coast for week ending, shows many of the old liners working back into popular favor.

Order in which they appear in total volume of sales are:

"White Lies" (Pop) by Donaldson, Douglas and Gumble.
"Dancing With Tears" (Pop) by Witmark.
"Kiss Waltz" ("Dancing Sweeties" WB) by Witmark.
"River of Golden Dreams" (Pop) by Feist.
"Confessin" (Pop) by Berlin.
"Swinging in a Hammock" (Pop) by Berlin.
"Moonlight on Colorado" (Pop) by Shapiro-Bernstein.
"Just a Little Closer" ("Remote Control" MGM) by Robbins.
"Bloom is On the Sage" (Pop) by Preeman.
"So Beats My Heart" (Pop) De Sylva, Brown and Henderson.
"Go Home and Tell Your Mother" ("Love in the Rough" MGM) by Robbins.
"New Kind of Love" ("Big Pond" Par.) by Famous.

Look for Musical Savior

With millions tied up in the music publishing business and the production of screen musicals almost entirely abandoned, the picture producers are frantic in their attempt to save this investment. Many of the studios have instructed the staff writers that there is a way out, if one could find a new kind of treatment for the injection of music or songs.

Until someone finds this new type of screen musical and has the initiative to carry it through, the producers will continue to lay hands off. Good musicals with plot and story and less tonsil exhibitions may go over.

●

Spirit of 1930 North

Mickey Hester, that cannon ball vocal interpolator of the Witmark office, is being dispatched to the northern territory to plug the new Jolson songs and other Witmark current hits. He will be gone for ten days, during which time the Los Angeles night clubs have a chance to miss good talent.

New Red Star Head

Following the resignation of Herman Schench as coast representative of the Red Star Music Co., Harry Hume, who heretofore had charge of the radio and exploitation department, has been installed in the job. He will attempt to handle both jobs with Jack Reed assisting. Schench plans to leave for New York next Monday night, where he will seek new affiliations.

●

U. Writers Kept Busy

Although very few picture songs are being used in the present line-up of Universal, that studio has assigned its entire music staff to the writing of special scores which it intends to keep for future use in musical scoring.

Instead of paying fabulous royalties for copyrighted material, Universal is building up its own library of original scores, which makes it independent from other catalogs and saves possible litigation in copyright laws prevailing in different countries.

●

Options Exhausted

After working his way through three options Howard Johnston, staff tunester for Metro, will either sign a new contract next Oct. 6 or bite the dust for tin pan alley in New York. Johnston is not concerned over it one way or the other. He has been in the business so long that money talks and if Metro can top the figure offered by many New York producers, he will stay here, otherwise, not.

●

Radio History

The first song to broadcast over a radio station in California was "Hello Hawaii." This was in the early part of 1912 from an independent station in San Jose.

●

Songwriter Turns Agent

Instead of going back to New York to cast his lot with the balance of idle songwriters, Harold Berg, who for two years was engaged on the First National lot as a lyricist, intends to remain here. While waiting for music to come back in pictures he has taken a job with the Howard Seiter office, where he will do leg work in paddling actors, writers and directors to studios.

●

Staying Native

George Meyer, third member of the First National songwriting trio of Gottler, Mitchell and Meyer, informs his many friends here that he intends to remain in New York despite any future tempting offers from producers to return. Meyer is a dyed-in-the-wool New Yorker and can't see anything but sunshine in Hollywood.

Claim Discs Run In As A-1 Orchestras

The Federal Radio Commission on complaint of several informants has stationed a checker on the coast to watch for announcers who try to slip over high class disc programs without informing the listeners-in that it is a phonograph record and electrical transcription.

The complaint as it is understood affects the small stations who guarantee small advertisers such attractions as Paul Whiteman and other nationally known stars. Buyers of space conspire with the radio station in the deception, which is bringing many squawks from the wiseacres, who, even if they do live in the wide-open spaces, know the difference.

"Dancing With Tears"
and
"The Kiss Waltz"
Are Now Over the Top.
Watch Out
for
"Tomorrow's Another Day"
"Nobody Cares If I'm Blue"
"Living a Life of Dreams"
All Handled by
ART SCHWARTZ
In the Music Center of the World—
Hollywood, California

WATCH FOR:
"Three Little Words"
The new Kalmar and Ruby song sensation, written for RKO's Amos 'n' Andy picture, "Check and Double Check."
●
ARTIE MEHLINGER
Harms Music Co.
HOLLYWOOD

More Song Hits
from
ROBBINS
"Go Home and Tell Your Mother"
"One More Waltz"
"Just a Little Closer"
"Here Comes the Sun"
"Sing (A Happy Little Thing)"
Published by
Robbins Music Corp.
SIG BOSLEY
General Western Representative
628 Majestic Theatre Bldg.,
LOS ANGELES

PAR.-WARNER-RADIO SHOW PICTURES IN PREVIEW FORM

Ruggles-Gallagher Steal Bow Picture

"HER WEDDING NIGHT"

Paramount Picture

From the play by.....Avery Hopwood
Screen Play by.....Henry Meyers
Directed by.....Frank Tuttle
Starring and Featuring....Clara Bow, Charles Ruggles, Skeets Gallagher
Photography by.....Harry Fishbeck
Supporting Cast.....Ralph Forbes, Rosita Moreno, Geneva Mitchell, Natalie Kingston, Wilson Berger and Lillian Elliott

Broad farce comedy. The picture does nothing for Clara Bow, but Charles Ruggles and Skeets Gallagher do plenty and what a treat for the fans! A laugh riot that spells box office in capital letters.

The production suffers from about as much plot as a musical comedy. It's something about a popular composer and a screen star who find themselves married by proxy and through a misunderstanding and then proceed to find true love through a series of good looking bed room sets, further misunderstandings, and much door slamming. The story, however, makes no difference at all. It is a screening, by and for, Charlie Ruggles and Skeets Gallagher, with Ralph Forbes contributing one of the best straight roles ever seen in farce.

Just why the picture should star Clara Bow is a mystery. It would take sheer genius to shine through such a supporting cast as Miss Bow has been given, and when you add to that the fact that La Bow's part is the most poorly written and the least interesting it is a wonder that she consented to make this production.

Charlie Ruggles, as Bertie, the lad who just can't help going shut-eye no matter where he's put is marvelous. This man is a prize offering for producers and exhibitors, and his work has never been better. Skeets Gallagher, with a style all his own, is great and will make the fans clamour for more. To put Gallagher and Ruggles in one picture is wasting enough material for two separate knockout comedies.

There is no doubt about the fact that Frank Tuttle knows his farce direction. He has turned out a picture that never lets down its pace for a moment and this despite the fact that the dialog could have been much improved in many of the scenes.

It's a grand picture for laughs but will be a distinct disappointment to admirers of Clara Bow.

●

New Exchange for Camera Work

Art Reeves, cameraman, has opened the first camera exchange in Hollywood at Selma and Cahuenga, where cameras, lens, tripods are bought, exchanged and rented. Reeves was one of the first cameramen in Hollywood.

Pansy Firemen

An Iowan tourist paused long enough on Hollywood Blvd. to rub his whiskers and compare notes on what he had heard about Hollywood, when a hook and ladder rolled slowly by with the firemen using powder puffs and eyebrow pencils.

The corn man was convinced that Hollywood was a pansy bed until a passerby told him the fire truck and men were being used for a scene in "The Third Alarm" for Tiffany.

"Silver Horde" Not So Hot

"THE SILVER HORDE"

Produced by.....William LeBaron
Story by.....Rex Beach
Director.....George Archainbaud
Photography.....Lee Tover
Screen Play.....Wallace Smith
Cast.....Evelyn Brent, Louis Wolheim, Jean Arthur, Raymond Hatton, Gavin Gordon, Blanche Sweet, Joel McCrea, Ivan Linow, Wm. Davidson.

Its trite story will not aid in putting this one over but the excellent cast should prove a good drawing card at the box office.

"The Silver Horde" is just another picture of the great outdoors; this time dealing with salmon fisheries in the north country. The picture gets off to one of the slowest starts we have ever seen and even with considerable cutting, will probably remain a dreary affair.

Evelyn Brent, as Cherry, the girl who used to run a honky-tonk in Nome, gives one of the best performances we have ever witnessed. She helps the hero raise a loan (with herself as the price of the banker's generosity) so that he can go into business for himself and amass enough money to marry the girl he loves. In the end, he realizes the girl he thought he loved is selfish and rewards Cherry in true movie style. Before the picture comes to its happy conclusion, however, there are fights and fights and the villain gets in a lot of dirty work.

Even the earnest attempts of Raymond Hatton and Louis Wolheim to be funny fail to make most of the gags register, due to lack of good working material. Jean Arthur looks lovely and does well with her role of the selfish society girl and Blanche Sweet, in a small part, is a treat. It certainly is a shame to waste a cast like this on such a story.

The photography is good throughout, with the shots of the salmon in the water and the fight in the woods by torchlight, particularly worthy of mention.

"Kismet" Triumph For Skinner

"KISMET"

First National Picture

Directed by.....John Francis Dillon
Starring.....Otis Skinner
Adaptation and Dialog by.....Howard Estabrook
Stage Play by.....Edward Knoblock
Photographed by.....John Seitz
Film Editor.....Al Hall
Cast: Loretta Young, David Manners, Mary Duncan, Sidney Blackmer, Ford Sterling, Edmund Breese, Blanche Frederici, Montague Love, Theodore Von Eltz, Noble Johnson, John St. Polis, John Sheehan and Otto Hoffman.

Otis Skinner's splendid performance, together with fine adaptation and dialog, and the smooth direction of John Dillon, make the movie version of Edward Knoblock's popular old stage play a de luxe screen entertainment.

None of the subtle humor and satire has been lost in this picturization of adventures of Hajj, beggar of Bagdad, and the photoplay moves with smooth rapidity. Otis Skinner once again plays the part of Hajj. He has done it on the stage and for the silent movies and now brings his brilliant characterization to the talkies in a manner that still proves refreshing. The love interest is still there but remains entirely incidental to the main theme of the picture, which deals with Hajj's amusing and clever rascalities.

Ford Sterling, almost lost in make-up, provides the slapstick moments. Loretta Young, as the beggar's daughter—who in the end gets her caliph—is good to look at and plays her role sweetly and lightly, as befits a true movie heroine. The rest of the large cast is entirely adequate and has been well chosen as to type.

A word of praise is due to the sets. They are most impressive and while the locale of the story makes it imperative to have sets of almost stupendous size, those in the picture manage to attract attention but never seem overgrown, nor do they intrude on the story. Rather, they add greatly to the picturization.

Despite the fact that this story is already familiar to most picture fans, due to the excellent production it has been given in its talkie version, it should prove to be amusing entertainment for any audience.

●

"Whoopee" Hits In Atlantic City

Atlantic City.—The premier of the Goldwyn-Ziegfeld-United Artists' attraction of "Whoopee" was held in this city before one of the most select audiences ever to see the opening of a picture, and went over big.

PRODUCTION NOTES

Helen Jerome Eddy cast by M-G-M for "The Great Meadow." To play the part of Sally Tolliver. James Bradbury to play "Martin Lucas." "Big Boy" Williams cast as the gigantic "Rueben Hall."

●

Neil Hamilton has been assigned a part in "Network" at the Fox Studio. His role was originally intended for Milton Sills. B. Viertel is directing.

●

Russell Simpson has been cast for M-G-M's "Great Meadows."

●

Carmen Rodriguez is starring in the Spanish version of "The Sacred Flame."

●

Georgette Rhoses and Renee Marvelle set for a trek to the veldt of Universal City, with Cohens and Kellys.

●

"Fair Warning," with George O'Brien, now in the cutting room.

●

Lupe Velez and John Boles making costume and make-up test for "Resurrection."

●

Frank Davis added to the cast of Universal's epic of the Dark Continent. To tear about the jungles with Cohen and Kelly in Africa.

●

Pierre de Ramey added to cast of "Sin Takes a Holiday."

●

Dimitri Tiomkin finished with score of "Resurrection."

●

Phil Ryan all set to start on his first of a comedy series for Paramount.

●

George Rigas to "Beau Ideal" at Radio.

●

Ray Lissner, assistant to Herbert Brennon, is now doubling in brass after showing the troupe in an emergency that he could compose lyrics.

●

Charles Kenyon to Universal for screen treatment on "Big Business Girl."

●

Claude Allister added to cast of "Reaching for the Moon," U. A.

●

"Unfit to Print" will be title for the next George Bancroft picture at Paramount. Kay Francis will play opposite with Regis Toomey also in cast. John Cromwell to direct.

●

Louis King has finished up directorial work on "Men Without Law," featuring Buck Jones, at Columbia studios. This makes a trio of the Jones operas for King.

●

Finis Fox temporarily off Universal lots because of a bad cold. Fox's last work was writing the screen play for "Resurrection."

●

Arch Heath assigned by Pathe to direct the next Daphne Pollard two reeler.

Another . . . **Whale** *of a*

Box Office

Success

ANNE CALDWELL

(with Ralph Spence) wrote the Lyrics and Dialog of

RADIO'S

"Half Shot at Sunrise"

RADIO 'TIL '31

THE Hollywood REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Mike Mahoney, News Editor. Ralph K. Blum, General Counsel.
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

Midget Golf Courses Kidded Out Of Bus.

Whether it is a condition of jealously or an effort to kid the fad out of existence, Hollywood show people have forgotten the war and Ford cars through a concentrated drive in coining wise cracks befitting the present miniature golf courses.

This personal drive, augmented by increased theatre advertising and exploitation, has already shown results in dropping attendance at the once popular spots. Many of the courses have folded up and the de luxe spots are cutting down overhead by limiting the operation to one cashier.

Courses with an investment of $15,000 and upwards are facing gloom in the realization that with the present alarming drop in trade, they stand to take it on the chin for plenty. This, and the future rainy weather coming on, means ruin to several of the papier mache courses.

•

Gleason, Armstrong Open Beezer-Bashing Emporium

Jimmy Gleason and Robert Armstrong have again gone in for impresarioing for the great big rough fellas who bash mugs as a profession. Joining forces with Jack Perry, the actors have opened a fight club near Los Angeles.

•

Hamilton Finished With Educational Comedy

Lloyd Hamilton completed his latest comedy for Educational yesterday. The opus has been named "Marriage Rows" and was directed by William Goodrich. Al St. John has a featured part.

•

TRADEVIEWS

(Continued from Page 1)

houses East and West with the type authority that caused his downfall with Fox. R-K-O is the only organization in business today equipped financially to carry out a program that Franklin could launch best.

Both of the above are merely guesses. But that baby will be back in harness soon and I would not like to own a house or two in a territory he picked to operate in.

L. A. HOUSES ON PROFIT WITH B.O. FOR THIS WEEK

Business in the big houses of Los Angeles was a bit nervous, but on the whole was O. K.

Loew's State with the Buster Keaton opus "Dough Boys" had a great run over the week end and will turn over about $24,100 for the week ending tomorrow.

Pantages playing second run with "Let Us Be Gay" is doing O. K. and will show a gross of $22,600 unless an earthquake hits Hollywood and Vine.

The new Wilshire in its opening week will gross better than $10,000. They are playing a second run on "Animal Crackers."

The Egyptian same. Some brick business this week with Paramount's "Anybody's Woman." The total will top $7,100.

"Hell's Angels" at the Chinese is dropping off after a long run. The check this week will not better $6,200.

"Man Trouble" at the Boulevard just fair at $5,100 when they sell the last ticket.

"Holiday" at the Carthay Circle will run up around $6,635.

Fay Wray To Get Lead With Arlen

Paramount has assigned Fay Wray to play opposite Richard Arlen in "North of 36," which Ted Sloman will co-direct with Lester Lonergan, N. Y. stage producer.

•

R-K-O Cohen In N. Y.

NEW YORK.—Harry Cohen, Pacific Coast Sales Supervisor for R-K-O, is in New York conferring with Lee Marcus and Charles Rosensweig of the home office.

•

Franklin Out

(Continued from Page 1)

with his office to be in New York but refused and wanted to continue on with his present contract that gave him $60,000 a year in salary and 10 percent of the net receipts of all houses West of the Mississippi, plus the same authority he has had since coming with West Coast. Clarke wanted a consolidation of all Fox houses with authority vested in himself or men he would appoint.

H. B.'s bit on his percentage last year was $214,000, which added to his salary brought his pay check up to $274,000.

Since Fox was forced to relinquish his control of Fox Film, there have been rumors that Franklin was going to be eased out of the picture due to the fact he would not "play ball" with other branches of the organization. Franklin's contract gave him supreme control of the West Coast houses and permitted the intrusion of no one in the conduct of its affairs. This did not meet with the approval of Clarke and other high officials of Fox. They wanted something to say in the running of the houses and it is said, "the straw that broke the camels back" was the booking of "Common Clay" into Loew's State instead of the Carthay Circle for a long run.

"Freshman's Coat" At McVickers in Chicago

CHICAGO. — Educational's "The Freshman's Coat" starting off the Vanity Series here with a run at McVickers.

•

"U" RIALTO IN WASH. REOPENS

Washington.—The Rialto Theatre here under lease to Universal was reopened last Friday with "Little Accident" in for the first week and "All Quiet" to follow.

The house has been closed for the past four months.

•

Old Copyrights Sought for Titles

A new racket, bound to have a serious effect on the story market, was discovered here this week when one of the larger independent producers, famed for its efficiency in knocking out more box office attractions than any other producing organization for the least cost, is buying up old copyrights of books, plays, songs and vaudeville sketches with well known titles.

The titles in most cases are the most valuable and with a bright scenarist at $200 per week a story is woven around it. This particular studio in the past week bought a $50,000 parcel of the old copyrights, which they claim can be converted into $1,000,000 worth of story material.

•

French Aviators To Visit Studios

Coste and Bellonte, the two French aviators who spanned the Atlantic, are now on their way here with advance requests to be shown through the picture studios.

The flyers are now in the north and are due to arrive here next Monday.

WRIGHT-O»»
Scripts, Plays, Parts Copied
• • • Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard • • •

NEW GENDARME

John Medbury, the columnist, has gone "flatfeet" and had himself sworn in as a deputy sheriff. Avowed object of this conversion to a "John Law" was to enable the writer to repossess some of the gags which he moans have been lifted from his writings.

T. & D. CIRCUIT SIGN WARNERS

SAN FRANCISCO.—The T. & D. circuit of Northern California has signed for the complete output of Warner-First National pictures for the coming year. C. C. Ezell put over the deal for Warners and Ned Depenet for First National.

•

More Tunesters Leave Paramount

Retrenchment in screen musicals has stricken four more tunesters from the Paramount payroll, including Dave Dryer, Ballard McDonald, Howard Jackson and Newell Chase.

All except Chase are leaving for New York this week. The unexpired terms on each of the composer's contracts were paid off at slight discounts.

•

New Excuses For Backslapping

Henry Major, artist, is sponsoring a new tourist wrinkle with a series of 24 movie star caricature statuettes, and will have a "premiere exhibit" Wednesday night at the Hotel Knickerbocker with music and everything. That's puttin' on the dog!

•

Bill Wright Promoted To Executive Position

Bill Wright, former assistant to J. G. Bachman at Paramount, has been moved up as one of the executive assistants to Dave Selznick.

Prior to being transferred to the production end three months ago, Wright functioned as studio exploitation man.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
CINEPHONE FILM STUDIOS
HOLLYWOOD OL. 8701

NEW YORK
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"WAY OF ALL MEN"
Strand Theatre.

N. Y. Times: Mordaunt Hall.	An unbelievable tale with evangelical leanings. Sound adds to the effectiveness.
The World: Quinn Martin.	Incompetent and inept picture. It is machine made and in many ways embarrassingly naive. Does nothing to further the career of the fine and able Mr. Fairbanks, Jr.
Herald-Tribune: Richard Watts, Jr.	Trys hard to be faithful to the cynicism of the drama, but the characters are so vague, the acting so commonplace and the adaptation so heavy-handed that the picture proves to be feeble drama.

"DOUGH BOYS"
Capitol Theatre.

Daily News: Irene Thirer.	Moderately amusing. The picture rates a passing mark.
Herald-Tribune: M. Tasselar.	Should take your mind off your troubles for an hour. Amusing most of the time.
The Telegram: Wm. Boehnel.	Keaton does right well by himself and the audience although much of the material is familiar stuff. Though a spotty picture, it will be liked.

"OUTWARD BOUND"
Hollywood Theatre, New York City

The Graphic: Julia Shawell.	Fragile, yet compelling drama. An artistic accomplishment.
The Post:	A motion picture sensitively conceived, imaginatively projected and rich in the use of its own material and scrupulously clear in the statement of its theme.
The Sun: John S. Cohen, Jr.	The film is just about as good a job of transference as could have been effected. The cast is letter perfect. Most interesting venture.
New York Journal: Rose Pelswick.	Impressively acted and beautifully produced. Sensitive piece of work that compels intelligent interest.
The Telegram: Wm. Boehnel.	Fine transcription of a splendid moving play. Adult screen entertainment that deserves success.
Evening World: George Gerhard.	Deeply touching piece of work. We heartily recommend this picture.

Welfare League After Screen Mugs

The Welfare League at Sing Sing prison in New York is soliciting the local studios for autographed pictures of the screen celebs to place in the foyer of their prison theatre.

Larry Darmour was the first to be canvassed with an appeal for hand stenciled pictures of Mickey McGuire and his pals. Pictures are on their way to the jail house.

●

Foys Motor East

Mr. and Mrs. Bryan Foy and daughter motoring East. Heading for New Rochelle, the old home town. Foy just finished "The Gorilla."

Latham in Charge of Legit Productions

Fred Latham, now functioning as an executive assistant to William Le Baron at the Radio studios, has been placed in charge of the RKO Legitimate Production division here.

Tentative date for the first show to be produced and staged here is set for Nov. 1.

●

Ripley Back to Sennett

Arthur Ripley, who received much of his earlier training on the old Edendale lot, has rejoined the Mack Sennett scenario department, after an absence of about three years.

PRODUCTION NOTES

Jose Bohr to "Ex-Flame" for Liberty.

●

Paramount will release George Bancroft's latest picture under the title of "Derelict" replacing that of "Typhoon Bill."

●

Varick Frissel to arrive in Hollywood sometime this week. Has been in New York attending executive meeting of Labrador Film Company.

●

"Unfit to Print" has been picked as the next George Bancroft vehicle for Paramount Publix. To take the part of the case hardened city editor who "prints till it hurts." Kay Francis to be the femme thrill. Regis Toomey the errant kid brother.

●

Arvid Gillstrom preparing to start on his series of comedies for Educational at Metropolitan studios. First assignment coming up within week.

●

New angle in comedy effect being used in Educational's "Si, Si, Senor." English, Yiddish, Spanish, and Italian being used in conjunction for laugh effects.

●

Nance O'Neil has been assigned a role in Universal's "Resurrection." Following this, she will appear in "The Queen's Husband" for R-K-O. Ruth Collier, Inc., placed her and also lined up Claud Allister for a part in "Reaching for the Moon" at United Artists.

●

Six productions being edited at Paramount. "The Virtuous Sin," "Only Saps Work," "Her Wedding Night," "Playboy of Paris," "Morocco," and "Derelict."

●

Ben Lyon has been cast for a leading role in Al Rogell's "Aloha."

●

Hale Hamilton cast as the district attorney in M-G-M's "Within the Law." Robert Emmett O'Connor to do the plain and fancy sleuthing for the production.

●

Duke Morrison East For "Trail" Opening

Fox is now talking about sending Duke Morrison to New York to make personal appearances in connection with "The Big Trail," which opens at the Roxy, Oct. 17.

In case it is decided to send the "highpocket" actor of "trail" fame, he will be accompanied by Jack Francis, who specializes in acquainting Hollywood actors with the New Yorkers. It was just a year ago that he took Victor McLaglen to New York on a p. a. tour.

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 CAHUENGA AVE. GL. 5116

NO MORE CREDIT TO SHADY INDIES

Due to the uncertainty of independent producers paying their bills, some of the local film laboratories are organizing their own bureau of credits in an effort to weed out the chaff from the wheat in the indie ranks.

Indie producers of a certain rank always forget to pay their laboratory bills when they have the money, leaving the laboratory to carry the sack. As a result of this, the labs have millions in uncollectable accounts on their books.

The legitimate indie producers have welcomed this move on the part of the labs, which they feel will eliminate the unwanted gentry from the field and help bring the reputable independent the recognition he deserves.

●

W. J. Burns Stories For Educational

New York.—Educational will release a series of single reelers around the experiences of William J. Burns, the nationally known detective. The stories will be taken from actual crimes and the manner in which they were unraveled by Burns. There will be 26 of them.

●

Dancer Cracked Up

Marnie Sawyer, assistant to Pearl Eaton, dance director at RKO studios, is now at home recovering from injuries received in an automobile accident last week.

●

Marquis Busby Blows From Photoplay Staff

After serving two years as staff feature writer for Jimmie Quirk's monthly fan publication, "Photoplay," Marquis Busby has parted the ways for the more prosperous and remunerative field of free lancing.

●

Warren Hymer Injured During Production Shot

Warren B. Hymer, Fox featured player, is now at home recovering from a sprained ankle incurred while filming water scenes at the beach for "Men On Call."

Mr. Exchangeman
FRED CHURCH
In
A series of Out-Door Comedy Dramas
Poverty Cinephone Recording
First release now ready for delivery
"THE UNKNOWN RIDER"
Thrills . . . Action . . . Dialogue
Write, wire for territory
GOLDEN EAGLE PICTURES
2100 5th Avenue
LOS ANGELES, CALIF.

THE Hollywood DAILY REPORTER

Vol. 1, No. 15 Price 5c TODAY'S FILM NEWS TODAY Tuesday, September 23, 1930

FRANKLIN OUT OF FOX

TRADEVIEWS
by W. R. Wilkerson

The confirmed report that Harold B. Franklin is out of the Fox West Coast Theatres will not come as a surprise to those on the inside of the know in both the East and West. The thing has been coming in some form or other for the last eight months but no one could or would figure that Harley Clarke and H. B. would break off relations altogether. It was thought they would reach some form of an understanding that would continue H. B. on the Fox payroll.

Now that Franklin is out of Fox what will he do?

Franklin is a great operator and a financial genius in the manipulation of things pertaining to the building of a string of theatres. He went with Paramount when Zukor needed a man of those qualifications and in a short time pulled odds and ends together, eventually forming quite an imposing circuit for Paramount. He came to the West Coast after leaving Zukor and took 67 houses as a nucleus and built the strongest and best paying circuit of houses we have in this business.

A lot of people will tell you that H. B. is this and that. They will tell you he is a tough fellow to work for, that he is inhuman, that he is tricky, that he gloats with power. But few, if any, will say he does not know his business and that he is not one of three best organizers and operators in this industry.

Consequently what will happen to H. B.? He is too important a guy to be lying around loose. Who will he tie in with, if he has not already done so at the time this is written?

He would be a great menace in any community (even the West Coast) if given a few houses and a few dollars with which to acquire others. He would make it uncomfortable for any chain, large or small.

My guess is that he will do either one of two things—go back to Paramount as their West Coast head with the houses they now have and money to buy and build others in opposition to Fox West Coast, or he will be put in full charge of all the R-K-O

(Continued on Page 2)

More Franklin

The New York rumor market has Harold B. Franklin working on combination of Pathe-Universal; this completed, the building of a circuit for their's and other pictures.

Partington West For Publix Units

NEW YORK.—Jack Partington, revue director for Publix, is leaving New York to take over the entire West Coast direction of Publix units. Harry Courfain, who has had these duties in Los Angeles, is out.

With Partington's leaving, and the resignation of John McDermott, the Eastern production department of Publix will consist of Boris Petroff, Frank Cambria and Carlton Winkler.

•

25 Warner Houses For Golf Racket

New York.—Warners want to turn 25 of their closed houses in the East into indoor golf courses and to this end have made Henry Siegel, former Brooklyn exhibitor, a proposition to operate for them.

Harley Clarke Purchases Unexpired Term For $500,000; Oldknow In L. A. On Wednesday Night

New York—Harold B. Franklin, for the past three and a half years president of Fox West Coast, has sold his contract, which had less than two years to run, to Harley L. Clarke for $500,000 and thus steps out of the Fox layout.

Oscar Oldknow, executive vice president of Fox Theatres, left New York yesterday for Los Angeles, and will arrive there Wednesday night, to work on the entire reorganization of the West Coast houses.

All of the Fox houses both East and West will be run out of New York by Harry Arthur. A. M. Bowles will be placed in charge of the West Coast division in the course of the reorganization.

Franklin was offered the position of general director of all Fox houses

(Continued on Page 2)

N.Y. Colony Goes Legit With Music

New York.—The Colony Theatre owned by B. S. Moss and under lease to Universal for the past three years, is to go legit under the management of E. Ray Goetz, who is to produce a show there with Clayton, Jackson and Durante and Waring's Pennsylvanians featured in the cast.

LABOR COUNCIL INVESTIGATING

Chicago—The Central States Labor Council has instructed its executive board to investigate complaints of moving picture operators who object to activities of private detective agencies interfering with operators picketing in strikes.

•

Paramount--UFA Join News Reels

Berlin—Paramount and UFA have joined hands in the publishing of a news reel to be exhibited throughout Central Europe. Paramount trucks will patrol all of this territory making shots for the joint reel and that of Paramount issued in other countries throughout the world.

•

NEW DIV. MGR'S. FOR UNIVERSAL

New York—Phil Reisman, sales head of Universal, held a meeting in the New York offices yesterday and continuing over until today relative to the appointment of new division heads for the Universal exchanges.

•

French "L'Aiglon" To Cost $350,000

Paris—Adolph Osso will produce "L'Aiglon" in French and German at a cost of $350,000. It will be directed by Christof Mullensinsen.

PAR. EASTERN STUDIO MAY CLOSE FOR WHILE

New York—Paramount has let out 50 of its studio workers at the Astoria plant and word is passing around Broadway that this plant will close October 1st., until after the first of the year.

Of the 50 that were let out, 34 were in the story and art department and the other 16 were sound men.

The Paramount West Coast studio said in reply to the above, "There is nothing to it."

Syndicate Pictures Plan Expansion

NEW YORK.—Syndicate Pictures of New York, headed by W. Ray Johnston, is planning an expansion that will boost its capitalization to 20,000 shares of $10 preferred stock and 10,000 shares of common with no par value. Johnston will be president, Trem Carr, vice-president and Mark Ditenfass, secretary and treasurer.

THE WORLD IS CRYING FOR LAUGHS!!!
That's Why There's an AL BOASBERG

"WHOOPEE" A HIT-"MOTHERS CRY" GOOD-"SIT TIGHT" O. K.

Will Draw Femme Trade to Box Office

"MOTHERS CRY"

First National Picture

Directed by.....Hobart Henley
From the novel by.....Helen Grace Carlisle
Screen story by.....Lenore Coffee
Film Editor.....Frank Ware
Photography by.....G. Warrenton
Cast:—Dorothy Peterson, Helen Chandler, Evelyn Knapp, David Manners, Edward Woods, Sidney Blackmer, Pat O'Malley.

Intelligent, believable version of Mother Love. The story has great appeal and the women will revel in the sane glorification of Motherhood. The picture is straight drama and on the strength of its acting and story material should do good business. Exploitation will help the exhibitor to draw his first audience; after that, the picture can stand on its own feet.

It tells the tale of a Mother whose breath of life is her children. It traces the entire family history, through marriage, birth, death. It might be the saga of any ordinary family because the author of the story has given this Mother four children, any one of whom could easily have been a member of your own family. One of the kids is a genius, one a romantic, sweet little girl, one a domestic type and of course, there is the one who becomes the black sheep.

Dorothy Peterson turns in a magnificent performance. Her part has been badly written as to lines, but Miss Peterson has grasped the author's idea of her character perfectly and she never once resorts to mawkish sentimentality. Everything that she does seems entirely natural and in keeping with her type. Edward Woods, as Danny, the wayward son, plays his part with entirely too much relish for the possibilities it holds. His role is by far the best written of the lot but Edwards plays it too vehemently. Pat O'Malley as the husband is fine and the rest of the cast fill the bill well. The only shots left of Sidney Blackmer, in the picture, are an excellent view of his back and a good closeup of his hand—he doesn't speak one line.

Hobart Henley has done a fine job with the direction. He makes the story always believable and never lets it descend to the level of trite sob stuff. The only fault of the picture lies in the lethargic pace, but this is due more to an overabundance of story material than to any directorial lapse. The first half of the picture moves along smoothly and smartly; it is in the latter part that too much plot nearly ruins the interest in the main theme.

It's one of the very best of the Mother lot and deserves a good reception in any theatre.

Just a Cameraman.

A lumberman having just disposed of $100,000 worth of Oregon timberland, came to Hollywood this week, met Paul Allen, a cameraman and said:

"I'm crazy to make a picture."

Camera grinder replied: "The whole industry is."

"SIT TIGHT"

Warner Bros. Picture

Directed by.....Lloyd Bacon
Starring .....Joe E. Brown, Winnie Lightner
Story by.....Rex Taylor
Photography .....Wm. Rees
Edited by.....James Gibbon
Supporting cast:—Hobart Bosworth, Claudia Dell, Paul Gregory and Lotti Loder.

Joe E. Brown to the rescue of the same old story that has served the movies year in and year out for the prize fight yarns, with a wrestling bout substituted for the championship boxing match. It's a dull theme but Joe Brown will draw them in and supply the laughs for box office satisfaction.

We have with us in this picture the beautiful, rich young girl; poor but honest young fellow; girl and fellow have a fight. Young fellow is discovered by the proprietor of a health institute to have championship wrestling possibilities. Everything goes wrong until the middle of the big match when girl relents and starts rooting for young fellow to win—and he does.

Paul Gregory (well known in musical comedy) as the budding wrestling champ has been well nigh perfectly miscast. Neither his build nor his acting fit the role and for some unknown reason, he doesn't sing a note. Winnie Lightner sings a couple of the recording for it seemed as ner. Her end of the dialog is pretty bad, though, and something should be done about the way in which she shouts her lines. It might be the fault of the recording for it seemed as though everyone were talking at the top of his voice. Lotti Loder registered well in a small part. Her looks are all to the good and she has a cute personality. However, it is to Joe E. Brown that the picture owes its best moments. His burlesque wrestling stuff is very funny and he certainly takes a lot of punishment for the sake of a good gag.

There has been little or no attempt made at direction in this picture and the dialog is particularly poor—even to the extent of some bad errors in grammar. Most of the scenes between Lightner and Brown sounded like desperate ad libbing and stalling for time, until the dialog writer could think of something to say.

Film "Whoopee" Betters Original

"WHOOPEE"

United Artists Picture

Produced by.....Sam Goldwyn
Directed by.....Thornton Freeland
Starring.....Eddie Cantor
Dialog and Adaptation.....William Conselman
Film Editor.....Stuart Heisler
Photography by.....
Lee Grimes, Ray Renahan and Gereg Toland.
Supporting Cast: Ethel Shutta, Paul Gregory, Eleanor Hunt and John Rutherford.

Sam Goldwyn's screen version of "Whoopee" tops the stage production by an inestimable margin due to range of the camera in recording depth and width of backgrounds impossible to employ on the stage. And since the entire structure of the original musical is based on beauty of costumes and settings, the natural background selected and mounted on the screen, as in this case, means more than double value.

Aside from beauty and the Technicolor employed to enhance this beauty, there is undisputed entertainment value that will click with most any type of audience.

Because of the necessity of establishing the story as quickly as possible, there isn't much to write home about during the first 500 feet, but after that it becomes a rapid fire unraveling of gags, plot, music and suspense.

The real fun starts when Eddie Cantor makes his appearance with Ethel Shutta, his nurse. This takes place in the kitchen of a more or less futuristic Spanish patio. After delivering sufficient gags to get over the idea that he is a victim of an "ill-health" complex, the scene shifts to a melodramatic one where the daughter of the rich rancher, played by Helen Hunt, is forced to marry the Sheriff when she is in love with a half breed Indian who happens to be away at college. This triangle plot is carried throughout the story as a relief from the comedy antics of Cantor, who carries it alone, and wows the audience every time he shows up on the screen.

The love interest between the girl and the half breed leads up to the climax when Big Indian Chief goes into a song and the scene dissolves into some of the most beautiful allegorical stuff ever transferred to the screen. Here you see Indian girls riding and dancing before the background of natural settings. Scene dissolves back to the group of people seated around Big Indian Chief. The Sheriff comes dashing in to command his bride, then it's revealed that Halfbreed is a white man adopted by the Chief when he was a baby and thus ends the picture without any alibi for a happy ending.

Music for the entire production was played by the George Olsen band, and had very little music of the original score. Direction is flawless and photography excellent. Cast is well balanced and delivered with ease, while the ensembles displayed a perfect routine at all times.

Production on a whole is sure fire box office despite a general dislike for screen musicals, and will put Eddie Cantor in the ranks of the top-notch screen attractions.

Boylan Gives New Dialog Treatment

Claiming to have developed a new treatment in writing dialog to fit the present needs of the talking screen, Malcolm Stuart Boylan has already tried it out on "The Criminal Code" for Columbia, and has been given a chance by Fox to work it out on two pictures.

His method is to take a finished script and kick up the lines to make it more effective. Boylan was the founder of the "Titular" Bishops when title writers treated their profession seriously.

Burstein East for Tieup Of Feature Contracts

Jules Burstein, independent producer making the Meglin Kid shorts, has left for New York where he will close a distribution contract for a series of features to be made at Tec-Art.

Picture Colony in Back of Traeger Re-election

In an effort to let its voice be heard in the running of the municipal and county government, The National Stage and Screen Voters League has been organized to review and sponsor certain candidates up for election next fall.

This organization, under the guidance of Charles Miller, secretary of the local chapter of the Actor's Equity Association, has already accepted Sheriff William Traeger for re-election.

The picture colony is in accord with the selection and is at present mobilizing forces to put Traeger over with a landslide vote of Hollywood proper, which is an important sector in the voting power of Los Angeles county.

Wilson Heller Leaves Hospital for Home

Wilson Heller, who for the past two months has been confined to the General Hospital, has left that institution and is now recuperating at his home.

Heller expects to resume his office routine of publicity and exploitation at the Tec-Art studios within a month.

Laurel-Hardy Commence On Two Reel Production

Laurel and Hardy started work on a new two reeler yesterday, "Another Fine Mess." James Parrott is directing and Jack Stevens is doing the photography.

THE Hollywood DAILY REPORTER

Vol. 1, No. 16 Price 5c TODAY'S FILM NEWS TODAY Wednesday, September 24, 1930

PARAMOUNT FOREIGNS

TRADEVIEWS
by W. R. Wilkerson

Is there a place for color in pictures?

That question has been cussed and discussed up and down the channels of pictures for the past eighteen months and has been answered, not finally but for the time being, by exhibitors who buy the pictures and the public who pays for the entertainment. The answer is NO—with a few reservations. The reservations being that short reel scenic pictures could be benefited by color provided said color was furnished at a cost that would cause the pictures to be made, distributed and exhibited at a fair price, and some means were found to protect the extra cost of emulsion required for the addition of color and one that would not, in any way, affect the sound track. And further, there might be a need for color in photographing outdoor feature length pictures or interiors that would lend themselves to color.

The sentiments of exhibitors throughout the country have been my sentiments. Color, as we know it at present, should not damn the entire color industry or color idea.

There should be a way out. There should be a color process that could be photographed with as little production expense as the black and white. It should not require much more money to process in the laboratory, (and at the same speed as black and white prints,) once the proper tests are O. K.'ed. It should have the same durability as a black and white print once it reaches the projector and it should not cost the exhibitor any more to run than the price he is paying for productions photographed under ordinary methods.

Wolfe, of the Multicolor Laboratories, tells me his process answers all these requirements plus a few not mentioned. We were shown about six reels of Multicolor work and found it beautiful—gorgeous in fact. We saw a print that was represented as having been run through projectors 64 times without cleaning or repairing a sprocket. He told me that it requires no other outlay in production

(Continued on Page 2)

Joinville Studio Near Paris Turning Out Talkies In Thirteen Languages. Over Hundred Pictures Completed

PARIS.—Fifty features and fifty shorts in thirteen languages, made in six months and while studio construction was still in progress, is the record made at the new Paramount studio at Joinville, near Paris.

Bob Kane, general manager of Paramount's European productions, has been driving both the construction and production gangs, with the result that the studio now has six stages as well as numerous other buildings. The initial building program is now finished and, coincident with its completion, work was started on the 100th talkie of the six months' period.

The languages that have been presented on the screen in these pictures are French, Spanish, Italian, Portuguese, German, Hungarian, Czech, Swedish, Russian, Roumanian, Jugo-Slav, Polish and Dutch.

The cutting rooms are now handling nineteen features in nine lan-

(Continued on Page 3)

LOEW NET FOR YEAR IS RECORD

NEW YORK.—A net profit of between $14,500,000 and $15,000,000 for the fiscal year ended August 31 will be shown by Loew's, Inc., according to Dow, Jones & Co. This is a new record, and means, after preferred dividends are out, $10 a share on the 1,373,275 outstanding shares of common. This is against $7.91 a share earned in 1929, and probably forecasts an increase in the annual dividend basis from $3 to $4. There may also be an extra dividend declared at the November meeting.

HUGHES WANTS FRANKLIN FRANKLIN WANTS EUROPE

New York—Harold B. Franklin and Howard Hughes have been in steady conference since the Franklin oust from Fox yesterday.

It is said that Hughes wants Franklin to be major-domo of all the Hughes organizations and has made H. B. a fat offer to forget about his European trip, scheduled for this Saturday, and leave with him for Hollywood next week to take over the affairs of the Hughes office.

SCHNITZER HERE

New York—Joseph I. Schnitzer, president of Radio pictures, will arrive in Hollywood Saturday for his semi-annual trip to the R-K-O studios.

Amos 'n' Andy Leave

Amos and Andy are leaving this coming Friday for Chicago.

Par. Block For A. C. Steel Pier

NEW YORK.—The Paramount output of seventy features has been booked for exclusive first runs at the New Steel Pier, Atlantic City. The Steel Pier will have all-year talkie policy.

Roxy to Quit Post For Europe October 8

New York. — S. L. Rothafel—"Roxy"—will sail for Europe on October 8 in spite of the report that he would remain at the Roxy Theatre until the first of the year. On his return he will become associated with the RKO-National broadcasting.

Lindy Says "No"

"Lindy" apparently does not hanker for any more screen fame than he has had already. It is said on good authority that Metro offered him $500,000 for one picture, the famous aviator to be either author or star or both, and the offer was refused without an instant's hesitation.

Wanger-Schulberg Go East Oct. 10

Walter F. Wanger and B. P. Schulberg will leave for New York on October 10 to start a program of increased production at the Paramount Long Island studio. Sam Jaffe and Ernst Lubitsch will accompany them.

Early starting dates will be set for "Two Against Death," starring Nancy Carroll; the Claudette Colbert picture to be directed by Dorothy Arzner; and the film that Lubitsch will direct personally.

Columbia Joins Will Hays Fold

New York—Columbia Pictures has at last joined the Will H. Hays organization. It was elected to membership at yesterday's quarterly meeting of the producers, which was attended by Adolph Zukor, Col. Baynes of Kinograms, Harley Clarke, Robert Cochrane, Nicholas Schenck and David Sarnoff.

10 Or 12 Features By Erlanger Chain

New York—The A. L. Erlanger interests, with which are associated the Selwyns, Crosby Gaige and others, have plans calling for the production of ten or twelve feature pictures. Most of these, it is understood, will be produced in the East.

ADAPTATION, CONTINUITY, DIALOGUE
LENORE J. COFFEE
"MOTHERS CRY"
"BISHOP MURDER CASE"
"HONOR OF THE FAMILY"

AN AMOS 'N' ANDY KNOCKOUT "BARBER JOHN'S BOY" O.K.

Will Pack Them In For Years 'n' Years

"CHECK AND DOUBLE CHECK"
An RKO Picture
Starring Amos and Andy

Directed by.....Melville Brown
Story and Dialogue by.....
.....Bert Kalmer and Harry Ruby
Screen Play.....J. Walter Ruben
Photography.....Wm. Marshall
Music by.....Kalmar and Ruby
Supporting Cast: Sue Carol, Irene Rich, Charles Morton, Edw. Martindale, and "Kingfish." And Duke Ellington's Band.

The long-awaited Amos 'n' Andy "opera" is an audience and box office WOW from every angle. It is the answer to the exhibitor's prayer—it can't miss. Kalmar and Ruby have contributed a story with a plot that actually suits the talents of this famous pair, and RKO has furnished them with a well-known supporting cast and given it lavish production.

All the "gags" in "Check and Double Check" are new—and screamingly funny. While Amos and Andy are on the screen, there is hardly a wait between laughs—and even when they are not, the picture doesn't slow down for a minute.

The authors have fortunately furnished material which allows the comedians to introduce names and characters long familiar to their radio fans—but they are not dragged in—they belong to the story and create a lot of laughs. One of the funniest sequences in the picture is a "lodge meeting"—wherein "Kingfish" does his stuff—and forces the boys to break their dates with "Madam Queen" and "Ruby Taylor."

There is, too, a swanky party at which Duke Ellington and his band (imported from New York's Harlem) entertain—and how! Among other things they play and sing "Three Little Words"—a coming song hit, or we miss our bet.

The picture is great entertainment from the word "go"—to a fast finish—the boys tearing through New York traffic in their "Fresh Air Taxi-cab." Whether or not these shots were duped, we don't know—but the photography here, and in fact throughout, was unusually good.

The director and the entire cast have gotten the most out of every situation, and the result is one swell comedy that will roll 'em in the aisles.

Mel Brown can take plenty of bows for his expert direction.

●

"Indies" Showing Great Activity

With most of the major producing organizations cutting down on production, the smaller independents are taking on an unprecedented spurt of activity with no less than 22 companies on the firing line. This is 17 companies less than the total active companies working at the nine major plants.

A Gamblin' Man

New York—Claude Ezell, of the Warner Brother sales force, has made a bet of $1000—real money—with an exhibitor that "Illicit" will do more business in the first thirty days after its release than any other Warner picture made since sound came into the industry.

Comedy Better Than Average

"UNDER THE COCKEYED MOON"
A Pathe Comedy

Produced by.....E. B. Derr
Directed by.....Wallace Fox
Story by.....Si Wells and Bob Carney
Dialogue by.....Wallace Fox
Photographed by.....Dewey Wrigley
Starring.....Si Wells and Bob Carney
Supporting Cast.....Dorothy Knapp

Though not uproarious by any means, "Under the Cockeyed Moon" is better than average comedy. It is not fast moving at any time but a good pace is maintained throughout which in itself is unusual in a "short" these days. The picture is a little short of "gags" and long on puns, however, tending to give it the aspect of forced comedy in spots. The locale is Western and winds up with a very funny sequence wherein Wells and Carney trick the bandit into capture. This Wells is amusing, but a little too "smart-Alecky"—and inclined to shout his lines to be sure they get over. His is a hick personality and would be much funnier in this type of comedy. Photography excellent. Supporting cast, including Dorothy Knapp, Broadway's famous beauty, O. K.

●

Will Rogers' Joke Taken Seriously

Considered at first to be a joke, a movement is now on foot to force Will Rogers to present Sir Thomas Lipton with a yacht and loving cup.

The wise cracker was taken at his word by Mayor Jimmy Walker of New York who is now accepting dollar subscriptions to carry it out.

All Fox employees in the upper crust are receiving an official letter, urging each to contribute a dollar and put Fox first in the subscription list. It is understood Will Rogers will not charge anything for his personal time in presenting the tokens.

●

Sono Adds Ten Dramas

NEW YORK.—Sono-Art has added ten action dramas to its season's program. These "thrilldrams" will be produced by George W. Weeks, who leaves for Hollywood shortly.

Here Is One Good For Any Audience

"BARBER JOHN'S BOY"
A Warner Bros. Production

Directed by.....Allan Dwan
Story by.....Ben Ames Williams
Adaptation and Dialogue.....
.....Joseph Jackson
Photographed by.....Ira Morgan
Cast: Phillips Holmes, Grant Mitchell, George Marion, Lucille Powers, Otis Harlan, Barbara Weeks, Dwight Frye, Paul Nicholson.

"Barber John's Boy" is an excellent picture and a welcome departure from the usual run of back-stage, gangster and hokum dramas so plentiful these days. Although there is practically no plot, the picture is interesting from beginning to end, each of the many characters being so perfectly drawn and well played.

Against the background of a small town, we have the reactions of a sensitive boy to the knowledge that his father is a jailbird—and his inability to "warm up" to the old man, even after his pardon, though the whole town is in sympathy with the father's bad deed—murder. The reconciliation is finally effected when, after the discovery of a bank shortage, each assumes guilt to protect the other—neither of them being the thief.

Director Dwan has not overemphasized the "small town stuff"—allowing his story to move naturally and smoothly at all times, and what is unique in a picture of this kind, the picture never slows down. ..Had this same production been made in the tempo used by several directors these days, it might have been a terrible bore—but pace, in this instance, has lifted what might have been a group of character studies, into a moving, human drama.

The dialogue by Joseph Jackson is of the A-1 variety, and the entire cast—right down to the smallest bit, is fine. Phillips Holmes, as the boy, does such good work that all his "complexes" will be forgiven by any audience. He seems to be a young actor of unlimited talents; George Marion, as always, gives a grand performance, and his first appearance in the picture brought forth spontaneous applause from last night's preview audience. Grant Mitchell, as the father, a new type of role for him, was excellent—and an old darky managed to steal a few scenes which he well deserved.

"Barber John's Boy" should please audiences anywhere—it is a worthy attraction for any theatre, and the preview audience received it enthusiastically.

●

Players Scarce in France

New York.—Robert Florey, who yesterday returned from Europe where he did two pictures for UFA, states that there is a great scarcity of film players in France. After a visit to Hollywood, Mr. Florey returns to Germany to make "Mme. Nitouche."

MUSIC LEADERS IN NEW YORK

List of 12 best sellers in sheet music as reported by the Plaza Music Company for the New York territory for week ending Sept. 20.

"Little White Lies," by Donaldson.
"Springtime in the Rockies," Villa Moret.
"If I could Be With You," Remick.
"Dancing With Tears," Witmark.
"Kiss Waltz" Witmark.
"Betty Co-ed," Carl Fisher.
"I Still Get a Thrill Thinking of You," Davis-Coots.
"Confessin'," Berlin.
"So Beats My Heart," De Sylva, Brown and Henderson.
"Swingin' in a Hammock," Berlin.
"Down the River of Golden Dreams," Feist.
"What's the Use," Feist.

Abe Meyer Opens New Offices on Tec-Art Lot

Abe Meyer, president of the Meyer Synchronizing Service, announces the opening of new offices on the Tec-Art lot, in addition to those already in operation at Metropolitan. The new quarters will facilitate the servicing for producers using the R. C. A.—Photophone recording equipment. With the Western Electric at the Metropolitan, this new move will enable the Meyer firm to serve all the important producers.

PRODUCTION NOTES

Miriam Seegar has been handed the lead opposite Buck Jones in "The Dawn Trail" at Columbia. The cast has now been completed and includes: Erville Anderson, Edward LeSaint, Charles King, Hank Mann, Slim Whittaker, Chas. Brinley, Inez Gomez, Chas. Morton. Christy Cabanne is directing and Ted McCoy is at the camera.

●

William Collier, Jr., was signed yesterday by William Le Baron for the role of "The Kid" in Wesley Ruggles' production of "Cimarron" for RKO. The part is a colorful bandit character.

●

Robert Ellis for lead in "Aloha" at Tiffany. Al Rogell to direct.

●

Lewis Ayres signed for "Dracula" at Universal. Tod Browning to direct.

●

Stardom in Reach Of Marlene Dietrich

If the box office clicks with the same enthusiasm as the studio executives have demonstrated on the Paramount lot, Marlene Dietrich will be developed as .starring timber for her work in "Morocco."

CONTRACT BREAKERS FACE LEVY ON BOX-OFFICE CASH

Some of the Pacific Coast exhibitors are a bit worried these days lest the distributors out here follow the example set in New York and levy attachments on box-offices of contract violators.

The success of the Eastern distributors in using the courts to force delinquent exhibitors to live up to their contracts has put an idea into Western minds, and those exhibitors who are in danger of such action are getting ready to be good.

Several hundred suits were filed in New York territory on allegations of contract violations. Most of the cases were settled in a hurry, according to Louis B. Nizer, secretary of the New York Film Board and originator of the clearance bureau idea.

Perhaps half a dozen exhibitors who failed to step up to the window and settle had the privilege of seeing a marshal walk in and attach the box-office receipts. Some of these houses are said to have been important ones.

This clearance bureau idea was started by Mr. Nizer as a result of the Thacher decree, outlawing compulsory arbitration in the picture business. While it hasn't been tried elsewhere as yet, there is no doubt that it is being considered in many zones.

Charles R. Rogers to Produce "Dark Flame"

Believing in getting them hot before the other fellow has a chance, Charles R. Rogers has bought Nevis Shayne's latest novel "Dark Flame" in galley form.

Paramount Foreign

(Continued from Page 1)

guages. Three films in French, one of them being "Honey," were started this week. "Devil's Holiday" production also began in French and German. "Paramount on Parade" in German is in the works, while the Spanish version of "Devil's Holiday" is nearing completion.

Final shots are being made on the Swedish and Portuguese versions of "The Laughing Lady," and shorts are rolling out at the rate of two a week.

First theatre reports from these Paramount Joinville talkies show pronounced successes in Spain, France and Sweden. "Nar Rosorna Sla Ut" is at the Olympic in Stockholm for a twenty-weeks' run, and is breaking records in other Scandinavian cities.

Bill Holman in Hospital

Bill Holman, general manager of the Metropolitan studios, was taken to the Hollywood hospital yesterday for an appendicitis operation.

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9200
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

Barbara Stanwyk Injured By Fall

Barbara Stanwyk, stage and screen actress, was taken to the Osteopathic Hospital yesterday, suffering from a partial paralysis as a result of a fall in the Columbia studios. She was helpless from the waist down and X-rays were taken to learn if there had been a pelvic fracture.

Miss Stanwyk, who was working in a picture directed by Lionel Barrymore, is said to have tripped and fallen down a stairway. She was picked up by a couple of men and, as they were lowering her to a mattress, one of them slipped and Miss Stanwyk's head struck a stone.

By an odd coincidence, Miss Stanwyk's husband, Frank Fay, is a patient in the same hospital, suffering from appendicitis.

Crawford Reverses Tunester Orders

After calling all Warner-First National contract songwriters East, Bobby Crawford rescinded the order by wiring them to remain in Hollywood until further developments. The wires were received last night just in time to keep a number of the boys from boarding the Chief for the eastern trail. One of them had gone so far as to arrange for a vaudeville engagement.

Though no reason was given for the reverse order, it is believed a sudden change in next year's product has taken place wherein musicals will be continued in the new Warner-First National programs.

Cantor Will Broadcast Songs from "Whoopee"

Timed to hit the air on the eve of the national release date for "Whoopee," Eddie Cantor will sing two songs from the picture over the Columbia network on the night of Sept. 26 at 10 p. m. E. S. T.

The program, augmented by Guy Lombardo and his Royal Canadians, will be sponsored by the associated jewelers in all principal cities from coast to coast.

Woon to Panama

Basil Woon is leaving today for Panama looking for locations for Raoul Walsh's Fox production "Women of All Nations."

Our service plan is the solution to your music problems. It embraces maximum quality at minimum cost.
MEYER SYNCHRONIZING SERVICE

BIG TRAIL—JUST IMAGINE AT ROXY FOR 12 WEEKS

Basing their opinion on the fact that both "The Cock-Eyed World" and "Common Clay" held the Roxy screen for four weeks each during the hottest part of this and last summer, Fox believes that by spotting "Big Trail" at this house for an opening Oct. 17 it will hold for at least six weeks.

Following the indefinite run of "Trail," Fox will put "Just Imagine" in for what they estimate will hold for another six weeks, making a solid booking of the two pictures at the Roxy for the balance of the year.

By this time "Lightnin' " and "Up the River" will be ready for a Roxy engagement.

New Firm On Old Ambassador Lot

The old Ambassador Studios in Culver City, recently tenanted by Charles Davis Productions, have been taken over by Hagerman and Mitchell Productions Ltd., and will be operated under the banner name of Blue Ribbon studios.

The new company acquired the studio for the purpose of making a series of features and short subjects to be released on the State Right market.

Waterloo Likes "Common Clay"

Waterloo, Wis.—"Common Clay" did top business in Waterloo. The critics on the daily papers did a nose dive for the attraction and the movie fans made a dive for the box office. The best business seen here in months.

"Dixiana" did not do so well but measured up to the average business of talkie attractions playing the town for the past six months.

"White Cargo," the English picture, pulled a brodie all around.

Academy to Hold Memorial for Sills

Memorial services for Milton Sills, who died last week, will be held by the Academy of Motion Picture Arts and Sciences at All Souls church, Wilshire Boulevard and Plymouth, at 8:30 o'clock tonight. Mr. Sills was a member of the executive committee of the Academy.

Earl Hammons Is On His Way West Today

New York.—Earl W. Hammons, president of Educational, leaves New York today for his annual Fall trip to Hollywood.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY
Printing All the News
WHILE IT IS NEWS
PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL
SUBSCRIBE NOW $10.00 a Year
Use This Blank and Mail to
THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.
With Your Check
Name
Address
City
Occupation

THE REPORTER Daily

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor
Ralph K. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

Things have been popping around the Fox West Coast offices since the announcement of Franklin being out was authorized by New York.

The advertising campaigns prepared by West Coast (Frank Whitbeck) on "Big Trail" and "Just Imagine" have been thrown in the ash can. "Winnie" Sheehan has delegated the studio staff to do another "Big Trail" book of ads and publicity, being handled under the direction of Joe Shea, and Roger Ferri has been given the nod on "Just Imagine."

All advertising and publicity for the forthcoming premier of "The Big Trail" at the Chinese and "Just Imagine" at the Carthay must get the O.K. of Shea and Ferri.

There's a nigger in the woodpile in these assignments, as Whitbeck is known from coast to coast as being one of the best "copy" writers in this or any other business.

●

That little Bow gal just simply can't keep her name off page one. All she has to do is to sneeze and some fellow will step up and contend the wind from her sniffle broke his nose or something and puts her on the pan for a shakedown or bad publicity.

The Reno gambling charges and the Rex Bell connection is too bad. Too bad for Clara and twice too bad for Paramount.

●

Courtney Terrett, who joined the Paramount writing staff recently, has learned that what may be meat to a New Yorker is likely to be poison to the same man in Los Angeles. Terrett, according to the police, ran by a traffic signal at Western and Wilshire and, when the cop began making out a ticket, produced twenty bucks and told the policeman to "forget it." They took the money and Terrett too. $1000 bail for trial October 3 on an attempted bribery charge.

●

The Range law is raising H—— around the local night clubs. Many of the clubs are using prop sandwiches. One of the customers rebelled the other night when he bit into a prop sandwich and found it was made of rubber.

EUROPEAN FILM NOTES

Reports Received from Trade Commissioner George R. Canty, of the Department of Commerce

A number of new theatres are scheduled to be built or reconstructed in Barcelona during the next season. The Teatro Comico has been turned into a cinema and wired for the reproduction of sound-films; the Folies Bergeres music hall has also become a motion picture theatre.

The reign of the sound-film has decidedly commenced in Spain. Distributors are scarcely releasing any silent films now in the first and second-run houses, and the subsequent-run exhibitors appear anxious to have their houses equipped with sound apparatus. The problem is, of course, where to get a sufficient number of Spanish "talkies," which, obviously, would have the greatest if not the only chance of success.

No French or English versions can profitably be shown to the Spanish public. Occasional dialogue sequences in a foreign tongue have considerable appeal, but no 100 per cent talkie in a language other than Spanish has a remote chance in Spain. Spanish "talkies" will likely, of course, be forthcoming from America, but these are not expected to cover more than 25 per cent of the market requirements.

To complete their programs, exhibitors will probably have to turn to synchronized-films with sound, musical, or singing sequences. Several French 100 per cent talking versions are on the schedule, but these could only fill the bill for sporadic performances and, being of interest only to the French-speaking population, would scarcely prove a box-office success.

As a matter of fact, however, it is hardly possible to make any definite prophecies in this respect, and the future only will show the best solution of the problem. Many different experiments to meet public favor have been spoken of and will likely be tried.

The Olympia, one of the leading motion picture theatres on the Paris Boulevards, has just installed a special studio for broadcasting. Concerts are announced to take place every Sunday in the new hall.

The sound-film "Janko, the Musician," which is now being produced in Warsaw, will have four versions—Polish, German, English and French. This will be the first multilingual production turned out in Poland.

A leading Dutch paper, "Nieuwe Rotterdamsche Courant," has recently pointed out that there is not a single Dutch "talkie" on the world market despite the fact that there are 11 million Dutch speaking people in the world and also that 30 percent of the cinemas in Holland have been wired for the reproduction of sound films.

The German trade papers are strongly criticizing the unsatisfactory reproduction of sound films, even in leading Berlin theatres. This, it is stressed, is particularly important now, at the beginning of the new season, for the future of the sound film era. The dialogue parts are sometimes mere whispers, while in other instances they are covered by extraneous noises.

Whether this is due to unsatisfactory recording or rather to carelessness on the part of the operator, is a question which should be investigated in order to avoid mistakes in the future.

Foreign Officials Paramount Guests

PARIS.—The French Minister of Beaux Arts was the guest of Assistant Manager Seidelman on an inspection tour of the Paramount Joinville studios today. Signor Sardi, the Italian Minister in charge of the Duce Films, which include Facist, educational and scientific shorts, visited the studio yesterday.

●

TRADEVIEWS

(Continued from Page 1)

than a $75.00 expenditure on a camera and the extra cost of another negative for photographing. No extra lights and no lost time for stage tests, makeup and the hundred or more other delays encountered with color, as we knew them.

Mr. Wolfe claims the laboratory costs are but a trifle more than black and white printing; and the time, once the first print is O. K., is the same as for black and white work.

If this man, speaking for the Howard Hughes organization—owning and developing this process—is right in his statements—and my own eyes have not fooled me—Multicolor is going to find a big berth in the making of pictures, both long and shorts.

The coloring is distinct and well defined. There were no distortions. Faces and figures were more beautiful. The effect was perfect.

Mr. Exchangeman
FRED CHURCH
in
A series of Out-Door Comedy Dramas
Powers Cinephone Recording!
First release now ready for delivery
"THE UNKNOWN RIDER"
Thrills ... Action ... Dialogue
Write, wire for territory
GOLDEN EAGLE PICTURES
2186 5th Avenue
LOS ANGELES, CALIF.

SURE!
We Make TITLES in
Any Language
and Trailers
Pacific
"EVERYTHING IN TITLES"
TITLE & ART STUDIO
LEON SCHLESINGER, PROP
1123 No. Bronson Ave. Just north of Santa Monica Blvd.
HOLLYWOOD, CALIF.
HOllywood 9220

$7,500,000 In British Merger

LONDON.— Picture mergers are not confined to the United States. A company with a capital of $7,500,000 has just been formed in England to take over ten existing companies, both for production purposes and to build new theatres. The new corporation is called the Empire Building, Manufacturing and Kinema Corporation, Ltd., and Captain Geoffrey Malins appears to be the active head at present.

In spite of this cheering sign, however, the British picture industry is a bit nervous. Miniature golf is appearing and picture house owners are being urged to establish courses of their own wherever practicable. Strangely enough, a company organized to build these toy courses is headed by Sir Gorden Craig, the first man in the picture industry to be knighted.

•

Germans To Make English Talkies

BERLIN.—Those German producers who recall the immense hits scored in the United States by some of the German-made silent films a few years ago, are smiling quietly at the thought of the profits they expect when they begin making English versions of the new talkies.

Several German dialogue pictures have already been shown here and, while their quality is not of the best, they show that the German producer is coming back rapidly. The German producers believe that, within a short time, the center of European picture production will again be Germany.

•

Memorial Services For Milton Sills

The Academy of Motion Picture Arts and Sciences turned out en masse at All Souls Church last night to pay the last tribute to Milton Sills, one of its founders, in a manner never equalled in the annals of the motion picture industry. Throngs mobbed the church for blocks around clamoring for admittance. Later much difficulty was encountered in holding the seats for those who had invitations.

•

TRADEVIEWS

(Continued from Page 1)

to! boom with plenty of money in their pockets and plenty of confidence that a new and better combination for the making of talking pictures has been found.

Picture prosperity is just around the corner, a corner it will take very few steps to turn.

•

Costume Designer Out

Walter Plunkett, chief costume designer of R-K-O, has been let out, with others scheduled to follow.

Union Hook-Up of Sound Men Brings Offer From Studios

All studios are attempting to get a jump ahead of the recently organized sound technicians, who have no fixed wage scale and who were just granted a charter by the I. A. T. S. E., by offering the technicians two and five year contracts. Warners is leading the parade with an offer of $70 weekly and a $5 increase yearly to all who sign. Paramount, First National, United Artists and Metro are offering a like figure and deal, with Columbia, Tiffany, Universal and smaller outfits offering $40 and $50 on contract, with few signers. Present wages average anywhere from $25 to $60 weekly.

Sound men have been compelled to work night and day for a small wage and no overtime, because they were not organized. Now, with a local of their own and affiliated with the A. F. of L., they will be in a position to dictate terms, which, it understood, they will do.

Producers know that the A. F. of L. recognizes all contracts made prior to a standard wage schedule, and, with that in mind, are attempting to contract as many men as possible on a fixed wage basis. While no scale of wages has as yet been fixed by the local, delegates are now known to be arranging the scale and rules of working.

The present status of the sound men is comparable to that of the extra movie players before the Central Casting Office gave them an 8-hour day and overtime.

All sound men are being solicited to join the union with a $10 initiation fee being asked.

•

MGM Will Make "The Great Lover"

Metro-Goldwyn-Mayer is planning the production of "The Great Lover" with Adolphe Menjou in the role created on the stage by Leo Dietrichstein. Adolphe will also appear in the French, Spanish and German versions of the picture.

•

Mendes-Lukas For "Ladies Man"

Lothar Mendes will direct Paul Lukas in "Ladies Man," the Rupert Hughes story Paramount bought for Bill Powell and then changed their mind.

Picture will be done at the Astoria studio of Paramount, unless present plans are changed.

•

Von Sternberg Story For Paramount

Paramount will produce, Von Sternberg will direct and Marlene Dietrich will star in a picture titled "Dishonored" written by Von Sternberg.

Hospitals Report Invalids Doing Well

Reports from the hospital beds of several film personages yesterday were encouraging. Frank Fay, who is in the Osteopathic Hospital with appendicitis, and his wife, Barbara Stanwyk, who is at the same institution as the result of a fall in the Columbia Studio this week, are both getting along nicely.

Bill Holman, manager of the Metropolitan Studios, who was taken to the Hollywood Hospital for an appendicitis operation, was reported to have rallied well and to be comfortable.

•

Silver Reclaimers Now Losing Money on Work

With silver taking a gradual drop from 56 cents to its present range of 34 cents during the past year, Hollywood reclaimers now engaged in extracting the silver from film laboratory vats are about to close shop before they lose what little they have made when a fair price could be secured for their work. At the present price of 34 cents per ounce, the reclaimers are losing five cents for every ounce recovered.

New Kinda Job

A miniature golf course in the center of Los Angeles' colored belt is now featuring uniformed caddies to accompany the players around the greens and comment on the shots made. The boys are clever and make as high as six bits a night in gratuities.

'School For Scandal' Is English Talkie

London—It took a long time for Sheridan's "School for Scandal," which was written nearly 150 years ago, to reach the screen, but it has arrived at last. It has been made by an English company, headed by Maurice Elvey and, judging by general comment, has been excellently done.

Some little modernizing has been done, but with a delicate hand so that the old classic has not suffered in the least. The picture is having a trial run in London and is to be seen in the United States soon, Paramount having contracted for the distribution rights in that country.

Paramount also, incidentally, has announced that its projected chain of theatres in the United Kingdom will number from fifty to sixty houses.

The American reception of the film will be awaited by English producers.

THE Hollywood REPORTER
TODAY'S FILM NEWS TODAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW $10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name _____
Address _____
City _____
Occupation _____

THE REPORTER

W. R. WILKERSON ... Editor and Publisher

William R. Sargent, Managing Editor
Executive Staff: Larry Ulbach, General Manager. Frank T. Pope, News Editor
Ralph K. Blum, General Counsel

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and copyrighted by the Williamson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

Wayne To Make Tour For "The Big Trail"

Sparing no expense in making John Wayne a national screen favorite overnight, Fox is sending the newcomer on a personal appearance tour of all Fox key city theatres, under the personal direction of Jack Francis, who makes it a practice to take Fox players on a tour to create new popularity or to rejuvenate that which has been allowed to become dormant.

As Wayne has yet to make his initial screen appearance before the public, Francis will have a tough job explaining that he is the star attraction in "The Big Trail." The party leaves here for New York, October 6.

German Producers Irate Over Sound Outfit Cost

BERLIN.—Growing dissatisfaction is being manifested among the German picture producers against the Tobis and Klangfilm, the German holders of the sound patents, because of what the producers consider the exorbitant charges made. In a way these kicks are justified, because the Tobis charges in Central Europe are more than double those of the Western Electric.

On the other hand, Tobis points out that W. E. gets the bulk of its revenue in the United States and that its European business is all velvet.

However, whatever may be the rights of the case, there is no doubt that Tobis is not at all modest in its charges. An average picture, costings 200,000 marks, grosses perhaps 300,000, and leaves the producers about 20,000 marks profit. But Tobis, without any risk, cleans up around 120,000 marks on the same picture.

Also, by reason of an agreement between Klangfilm and Tobis, the latter may rent out only twelve recording outfits, while UFA may install as many Klangfilm outfits as it desires. This, of course, gives UFA the best of it over all other producers and doesn't make the situation any more pleasant.

THE LOWDOWN

The Big Stick of the motion picture business is being held threateningly over the heads of such of its people, whether stars, directors, or in any other branch, who achieve what is considered undesirable notoriety. Time was when glaring headlines in a yellow newspaper were believed to add to the box-office of a star, but no more. Wild parties, unsavory divorce cases and other affairs which become open scandals are to be the reasons for extremely drastic action against the offenders.

Of course, this has always been the public attitude of the heads of the industry, but so long as the eleventh commandment — "Thou Shalt not be found out"—was not broken, shoulders were shrugged.

Now, however, warnings are being sent out, the "ounce of prevention worth a pound of cure" stuff. As an earnest of their intent, it is understood that one man, recently brought to Hollywood from New York, is being sent back without even one assignment because he figured in an undesirable manner in the news recently.

●

Harley Clarke, the big boss of Fox West Coast, has given instructions to soft-pedal on the Fox name in all publicity and advertising. How the mighty dwindle. It was only a short time ago that William Fox gave orders that his name should appear on every theatre of the chain, and the studio publicity department prepared a story tending to prove that the name, William Fox, was now the best-known name in the world.

●

Lesson in Etiquette or How Do They Get That Way:—While a guest of Lawrence Schwab at his Long Island home recently, Nancy Carroll was apprised of the fact that her host was giving a party in her honor. When this particular evening arrived the "star" informed him that "she didn't feel like meeting all those people," and breezed out, leaving him to do the explaining. P. S. There were other places around New York where she also created a charming impression during the summer.

At a hey-hey party the other evening in Hollywood, a movie star found himself with several "impromptu" dinner guests on hand, and an undersupply of food—especially fancy food. He had an inspiration, however, and, after plying them with more laughing soup, he served pork chops, telling the party it was venison. The "game" went over big.

●

Believe it or not—there is a man in the picture business in Hollywood who yesterday celebrated the tenth anniversary of his connection with the industry and who has drawn a pay check every week of that time from one company or another. Name, please! Lonnie Dorsa, now assistant to Eddie Goulding on the U. A. lot.

●

Another believe it or not—there is a law on the books, called the Wright act, which forbids persons to have possession of intoxicating liquors. Ask Wes Ruggles; he knows.

●

Business at the miniature golf courses is getting so tough, they are using every trick and device for drawing patrons. One operator is using the old army game of passing out half paid passes, while others are conniving with neighborhood candy and grocery stores who will pass out the ducats on each dollar purchase. The "Country" store idea, originating in the old days of the store room nickelodeons, is being revived by offering bacon, pickles and herring for the lowest score and trick shots.

●

Navarro To Direct and Star in French Film

Metro thinks so well of Ramon Novarro's work in directing "Sevilla de mi Amores," the Spanish version of his picture, "The Call of the Flesh," that it has assigned him to do a French version of the same story. He will be both director and star.

This will be Novarro's debut in the French language on the screen. He speaks French perfectly, having lived in France several years.

Leon Errol on the Air For "Prosperity Week"

When the "California Melodies" hour was first started two months ago over the C. B. C. network, and emanating from KHJ, it was intended to be confined solely to the broadcasting of musical compositions created in California. However, since that time, the station found it needed names to make the program more attractive.

It has secured the services of Leon Errol, Stuart Erwin and John Medbury, Jr., to stage a comedy sketch on the evening of Oct. 1, in the interest of boosting Paramount-Publix "Prosperity Week" the following week.

Just A Gagster

To prove that a studio gag man can never get away from talking shop, one of the bright boys ordered a Swiss cheese sandwich from a serious minded waitress at Henry's and told her to be sure and bring along the naturalization papers.

Your Message to the Motion Picture Industry Will Hit Its Mark DAILY by Advertising in

THE HOLLYWOOD REPORTER

1606 N. Highland Avenue
HOllywood 4741

THE Hollywood DAILY REPORTER

Vol. 1, No. 17 Price 5c TODAY'S FILM NEWS TODAY Thursday, September 25, 1930

FRANCO-GERMAN PACT

TRADEVIEWS
by W. R. Wilkerson

The whole country is talking prosperity and better times. It may be all talk and still, there might be plenty of foundation for this chatter. But—

There will be prosperity and better times in the picture business; and there is plenty of foundation for this talk, a foundation born of good pictures, good entertainment, good attractions.

The main and only difficulty our industry has suffered since the inception of talkies is directly attributable to poor pictures. Of course the financial condition of the country at present has some little to do with the depression, but very little. It has been shown time and time again that cities having the greatest employment problems are the ones where exhibitors are doing the best business. Give any theatre good pictures and that house will play to big business. The reverse is true in ninety-nine different languages.

Since the start of The Hollywood Reporter on September 3rd, we have seen and reviewed 26 feature pictures of the crop now finished and ready to be shipped to the theatres throughout the country. And it can be said, without any fear of contradiction from any source, that 24 out of this 26 are superior to anything the exhibitor played last year. There have been some great ones, pictures that will knock any box office silly such as the Amos 'n' Andy "Check and Double Check," "Whoopee," "Mothers Cry," "Illicit," "Half Shot At Sunrise," "Just Imagine," "The Big Trail," "War Nurse," "East Is West," "Those Three French Girls" and "Playboy of Paris."

The others classed as "better pictures," although not in the smash class, are nevertheless good pictures with excellent box office draws. Of the two classed as not so good, even the poorest of this amount is up to the standards of what was construed as good for last year.

Consequently watch this old industry once these attractions get out in the theatres. Watch the studios start

(Continued on Page 5)

American Producers Protest Decision of French Commission To Consider A New Accord Between The Countries

Paris.—The decision of the French Cinema Control Commission to consider a Franco-German film accord has aroused a storm of protest from American motion picture producers.

These protests, which are being made through the American embassy, are based on the allegation that the film accord contradicts the Franco-American agreement of 1928. That agreement followed a long period of bickering and ended a long film war.

According to both French and German producers, the real reason for the American producers' attitude is that they fear that the accord will bar

(Continued on Page 3)

Page Volstead!

The big laugh to the Clara Bow gambling check episode was not the squawk of James McKay, the resort manager, on the bad checks, but his crack that "it is absurd and ridiculous to say that liquor was bad and Clara was doped. We serve nothing but the best Scotch and you couldn't even get indigestion on it."

TIFFANY SUES OUR TIFFANY

New York.—Tiffany & Company, the New York jewelers, are seeking an injunction against Tiffany Productions for the use of their name. The contention is that the Tiffany name stands for a lot in all lines of commerce and that Tiffany Productions are trading unfairly in its use. It comes up in the N. Y. Supreme Court in a few weeks.

STANLEY SHOWS A BIG PROFIT

Philadelphia.—The Stanley Company of America will show a net profit for a period of thirty-nine weeks, ending May 31, of $2,000,000. This is against a loss for a similar period of last year.

Colleen Moore May Reside In Hungary

Berlin.—It is reported here that Colleen Moore, screen star, has bought a villa in Budapest and will reside there indefinitely. She is expected over in December and will immediately undergo an operation.

OLDKNOW ARRIVES TONIGHT WILL SPLIT W. C. CHAIN

CHICAGO—Oscar Oldknow, vice president of Fox Theatres Corp., will arrive in Los Angeles tonight to undertake the reorganization of the Fox West Coast Theatres. This being done, he will return to his desk in the New York office.

Those close to Harley L. Clarke and Oldknow are of the opinion that the reorganization of the West Coast

(Continued on Page 3)

HAYS NO LIKE 'QUEER PEOPLE'

New York.—Will H. Hays is said to have had a conference with Howard Hughes today regarding the proposed production of "Queer People," scheduled by Howard for an early production.

From inside sources it is estimated that it will take plenty of pressure to divert Hughes' desire on this opus.

George O'Brien in N. Y.

NEW YORK.—George O'Brien is here, having arrived in a plane yesterday. Will return to Hollywood in three weeks.

Al Werker Out At Fox

Fox did not exercise its option on the services of Alfred Werker, director.

NO INJUNCTION ON ZONE PLAN

Dallas, Tex.—Judge J. C. Hutcheson threw out the case of William Horowitz, recently filed against the producers and distributors on the zoning plan. Horowitz sought an injunction on the grounds that this was merely a scheme on the part of the producers and distributors not to sell him film unless he stood for the tremendous raise in price.

JOLSON WON'T VISIT GERMANY

Al Jolson will not make the German voyage for a "quickie" in Berlin. He will return to Hollywood next week to start preparation of the oft-postponed "Sons-O'-Guns," to be made at United Artists.

It is thought Jolson and Schenck got together with Howard Hughes on the financing of this subject for U. A. release.

Snap for Cameramen

Multicolor has a camera school where it is teaching a class of cameramen how to operate color cameras, and paying them while learning, which is not so bad for the cranks.

BOX OFFICE
RICHARD BOLESLAVSKY'S "LAST OF THE LONE WOLF" (Columbia)

"SOUL KISS" IS BEAUTIFUL "DIVORCE" FILM EXCELLENT

Grace Moore Big Personal Success

"THE SOUL KISS"
M-G-M

Directed by.....Sidney Franklin
Story by Hans Kraly & Claudine Wes
Dialog by.....John Meehan
Music by.....Oscar Straus
Lyrics by.....Clifford Gray
Photography by.....George Barnes
Running time.....1 hour, 33 minutes
Cast:—Grace Moore, Reginald Denny, Jobyna Howland, Wallace Beery, Gilbert Emery, George F. Marion, Gus Shy, Bodil Rosing.

Grace Moore, of the Metropolitan Grand Opera Co., makes her debut in this musical drama, the most pretentious of its kind yet to be presented through the medium of the audible film.

Opera stars are no innovation to the screen by now, but none have brought quite so much of the operatic atmosphere with them as does Miss Moore in this beautiful story based on the life of Jenny Lind.

It might be well to mention immediately that "The Soul Kiss" is not a picture to be received with any tremendous ovation in the hinterlands. It is a film suited only to the cities and larger communities of the country where grand opera and the name of Grace Moore will mean something. In other words it will be hard to sell the provincials notwithstanding the film's superior quality.

In preview it elicited the highest commendation from an audience the reviewer wagers would not knowingly support what is commonly termed "highbrow music." This, however, only bespeaks of its excellency. The audience was there and could not help being swayed by the beauty of Miss Moore's voice, and her capabilities as an actress. She combines both with rare grace, and while not having the picturesque beauty of former screen idols, photographs pleasingly and possesses a personality that promises much if given good direction.

Reginald Denny plays opposite Miss Moore, having the second straight romantic lead he has appeared in recently. From light comedy to more serious roles is the long step Denny has taken with promising ease. His very possession of the realization of comedy values makes him interesting in these new roles.

The supporting cast is large and contains notable names of box office value, such as Wallace Beery, who appears as that great showman, P. T. Barnum; Gus Shy, in an appealing humorous part; Jobyna Howland as the personal companion of the singer; and Gilbert Emery, as an ardent, though indolent admirer of the artiste.

Based on historical facts gleaned from the life of the "Swedish Nightingale" the story tells of the romantic love of the singer for Paul Brandt, the poor and blind composer. It is an idealistic romance, and during its course reveals the tragedy of Jenny Lind's appearance in Italy, as well as her triumphant concert in America under the auspices of P. T. Barnum in Castle Garden, New York.

Metro-Goldwyn-Mayer have gone the limit on expenditures. There is "production" all over the picture. Sidney Franklin has done a marvelous job with the direction. The photography of George Barnes even surpasses "the Barnes touch." All told, a gorgeous production, but a bit high brow and it will have to be treated differently than any other picture you have ever played, in that your exploitation must be handled in a manner that will not only attract your regular patronage but people who rarely come into your house. There is a tremendous "new" audience for "The Soul Kiss."

Further Credits

In giving credits for the excellence of "Check and Double Check" in our review of yesterday, the names of William Le Baron as producer and Bertram Millhauser, associate producer, were omitted.

Give both of them a big hand for a great picture. It's coming to them.

Monkey Picture Is Riotous Comedy

"THE LITTLE BIG HOUSE"
A Tiffany Production

Produced by.....Phil Goldstone
Directed by.....Sig Neufeld
Cast:—Fanny Vanderchimp, Reginald Rose, Scarface Al, French Clarice, Officer Tim O'Toole, The Killer, Banana Pete, Big House Yodelers.

In an effort to get out a series of short reel pictures that will really entertain, Tiffany is producing some monkey comedies. If the rest of them even come near the value of "The Little Big House," then exhibitors can be assured of getting better than a program filler anytime the opportunity comes to play one of this series.

"The Little Big House" (a burlesque on "The Big House") is a feature attraction in any man's theatre. The idea is novel and Phil Goldstone, the producer, and Sig Neufeld, the director, have given it everything to make it a wow short.

All of the characters are played by monkeys. The story deals with the framing of Reginald, whose English accent is a treat. He is sent to prison, and while in his cell, passes some of his spare moments in song. The effect is perfect.

The Killer decides to escape and makes Reginald accompany him, against his will. Reginald arrives at Fanny's house just as she is kissing the villain, and there is a fight. A guard arrives and takes the villain away, after it is discovered that he framed the hero. The curtain drops on a long kiss between Fanny and Reginald.

Good Comedy And Very Well Acted

"DIVORCE AMONG FRIENDS"
Warner Bros. Picture.

Directed by.....Roy Del Ruth
Story by.....Jack Townley
Adaptation by.....Harvey Thew
Dialog by.....Arthur Caesar
Screen Editor.....Owen Marks
Photography by.....Dev Jennings
Cast:—James Hall, Irene Delroy, Lew Cody, Natalie Moorhead and Edward Martindel.

Domestic comedy. Good, funny entertainment that can boast of some really clever writing. The only thing it's liable to suffer from is a highly misleading title that won't help much toward attracting the crowds. Change of title or expert billing can eliminate the unnecessary drawback, for the entertainment value is decidedly there.

All about the trials and tribulations of a young married couple, very much in love, but who enjoy their quarrels until divorce threatens to break up their "happy" home. Fadeout on married couple willing to start all over again and provide more material for another domestic riot.

The direction is a toss up between farce and straight comedy. The straight comedy wins out after the first reel or so and Roy Del Ruth has turned out a picture that maintains and sustains a good laugh pace. The dialog helped a lot in the making of this production and Arthur Caesar deserves a great big hand for the unexpected gag lines that account for so much of the merriment. The weakest part of the picture is the ending. Just about one reel before the final fadeout, there was a great spot for an original twist finish that would have ended the picture on a hilarious note but someone decided that it ought to go on to "bigger and better things."

James Hall, as the not TOO wandering husband, gives one of the best performances of his career. Irene Delroy, as the better, fighting half, holds up her end of the battles neatly. Lew Cody, "drunk again," and also playing the part of house friend and chief tale teller to the wife, has learned a lot from watching his competitors in this drinking business, and is quite amusing. He stays sober in the picture just long enough to have to start getting plastered again.

There isn't a divorce in the picture, just a few feeble threats, so that it seems a shame to allow a title to damage the box office value of a picture that contains what it takes to satisfy the cash customers.

A New Appetizer

A combination restaurant and dance hall was discovered here operating under the name of "The Morgue." This ought to prove a nice cheerful place to take a gal with the suicide blues.

Metro Borrows Le Roy

Mervyn Le Roy, noted for comedy hits, has been borrowed from First National by Metro to direct "Girls Together," a comedy of flapperdom by Mildred Cram.

PRODUCTION NOTES

George Hill, who directed "The Big House," will direct "Secret Six" as his next for Metro. Wallace Beery heads the cast, and Frances Marion did the story. Beery's role is that of a gangster-boss.

●

Victor Potel and Dale Fuller have been assigned roles in Metro's "The Great Meadow," which Charles Brabin will direct.

●

Ann Harding will start work in "Greater Love" for Pathe tomorrow. Rollo Lloyd will direct.

●

The Louis Brock Productions start work tomorrow on the fourth of a series of "Nick and Tony" two-reelers for R-K-O. Henry Armetta and Nick Basil are co-starred, and George Marshall is directing.

●

George Bancroft's new Paramount picture, which has been called "Typhoon Bill," will be released under the title of "Derelict."

●

Adrienne D'Americourt, Walter Walker and Claud Allister have been signed for the Douglas Fairbanks picture, "Reaching for the Moon," an Irving Berlin production for U. A.

●

Casting will begin within a day or two for "The Queen's Husband," Lowell Sherman's third picture as an actor-director for R-K-O.

●

"Hook, Line and Sinker," co-starring Bert Wheeler and Robert Woolsey, began rehearsals at R-K-O yesterday. Edward Cline is directing.

●

Nat Carr engaged by Louis Brock to star in one of the "Broadway Headliner" shorts for R-K-O.

●

Tom O'Brien has started work in Universal's "Sailor Beware." Mildred Van Dorn will have a part in "The Cat Creeps" at the same studio. Ruth Collier, Inc., placed them.

●

Wallace Smith, staff writer at R-K-O, is now working on an assignment from Putnam to write a new book for winter release. This will make Smith's eighth novel within the past five years.

Big Studios Average Well Up On Their Production Schedules

PRODUCTION CHART

This table shows status of production schedule of 12 major producing organizations affecting their 1930-31 program as of Sept 24, 1930.

	M-G-M	Fox	Para.	W. B.	F. N.	U. A.	Pathe	RKO	Columbia	Tiffany	Universal	Liberty	TOTALS
Total features to be made on 1930-31 program	54	48	69	35	32	19	20	34	28	38	25	20	422
Total features completed	15	20	25	35	32	11	6	14	3	8	9	1	179
Features in production now	6	2	5	....	....	2	3	4	8	2	3	1	36
Balance to be produced	33	26	39	....	....	6	11	16	17	28	13	18	207
Production season ends	May	Apr.	May	Jan.	Jan.	Jan.	Feb.	Mar.	Apr.	Aug	July	Sept.	
Features ahead of schedule	0	0	0	9	8	0	0	0	0	4	6	0	27
Features behind schedule	2	2	0	0	0	1	4	3	3	0	0	0	15

Franco-German Pact

(Continued from Page 1)

American films from France and Germany even more effectively than the present quotas do. The new quota on which France has been working for some time will put American films in much the same position in France that they now have in Germany.

The situation, so far as the American producers are concerned, is not made any more encouraging by the understanding that has recently been reached by German and French producers. The leaders of the industry in both France and Germany seem to have settled the most poignant of their difficulties in a manner satisfactory to both and have become convinced that the German import regulations are not so drastic as they looked at first glance.

As a matter of fact, the German Minister of the Interior appears to have an open mind and intimates that he will listen to reason in the matter of imports and give foreign firms a break on the importation of talkies.

As a result of the dying down of the conflagration, French and German firms, who had planned joint productions, are happy again, as their plans probably can be carried out. The heads of the French and German producers associations have met and have arrived at a reciprocal agreement. German talkies produced in France and financed by Germans, will be admitted to Germany without trouble, and French-financed films made in Germany may enter France.

Most of the recent talk seems to have been a tempest in a teapot which was stilled by the use of common sense.

However, there is no misunderstanding about the attitude of the French people towards American films. These pictures have been getting a razzing all over France, the attitude of the French being that "America is out to control the world through the cinema screen."

•

Lipsitz Not At Fox

The option on the services of Harold Lipsitz was not renewed at Fox. He was a supervisor.

•

Survey of Twelve Shows Them in Good Shape

•

Contradicting a general belief within the motion picture industry that production is far behind release dates, a survey of the various producing organizations' production schedules for 1930-31 shows that 27 features are ahead of schedule and only 15 behind, which would give a net of 12 pictures ahead of the general production calendar.

Of the twelve major studios taken into this survey, a total of 422 feature productions have been planned for the 1930-31 program. Of these 179 have been completed and 36 are in work, giving a balance of 207 to be completed.

Status of the various studio production schedules as shown in the accompanying chart, lists Warner Bros. as being the most advanced, with nine features ahead of its official closing date of the current production season. First National follows with eight, while Tiffany has a lead of four, and Universal six. Metro and Fox are each two behind in production, although not necessarily behind in release dates. Pathe, though not geared to deliver any definite number of pictures, declares they will turn out at least 20 for the current year. On this basis, the company is four behind, R-K-O and Columbia are three behind, while United Artists is short one.

Basis for calculating standings on production schedule is determined by taking the total pictures on the program and dividing by the 12 months. This would give the average number of pictures to be turned out each month if production could be placed on a consistent basis.

•

In Presentation Work

After leaving Universal, where she worked as a secretary in the daytime and took dancing lessons at night for more than five years, Lillian Russell is now being featured in picture house presentations of the RKO houses throughout Maine.

RKO Roving Units Costing $148,000

More than 3,000 actors and technicians necessary to expedite the making of four pictures now in production at Radio are scattered over the southern part of the country, which will cost the company in excess of $148,000 in transportation charges before the people are returned to their home base of studio operations.

"Cimarron" company, with a personnel of several hundred, is now in Oklahoma on one of its hops to far flung location points. Transportation cost on this one company to date has reached the $47,000 mark.

The "Beau Ideal" company is in Yuma, Arizona, where a model city for the picture is built. Transportation for this unit is budgeted at $60,000. "Sheep's Clothing," under direction of Louis Wolheim, is at Catalina, while "Hook, Line and Sinker," the current Woolsey-Wheeler comedy, is sojourning for atmospheric shots at Mohave desert.

•

Oldknow Here

(Continued from Page 1)

houses will be on the basis of splitting this big chain up into several divisions, each division running independently of the other. The State of California will comprise one division, the North West, comprising Seattle and Portland, another, and so on. In other words, the organization that Franklin represented will be split in four or five bits with a man in charge of each section who will receive his instruction from the New York office, the same as the Midwesco, the old Poli chain in Connecticut, the Fox Metropolitan group, etc.

JACK GREGER
SOUND ENGINEER
AVAILABLE
2 Years With Metropolitan Studios, Reg. Denny, Ruth Roland, Jose Rubr, Sono-Art, Hamilton and Christie Comedies.
Telephone: HEmpstead 5643

"Short" Producers Find Costs Growing

Owing to the fastidious tastes of the present-day movie audiences, the short subject producers have discovered that the same care and preparation now being given the feature length talkers must be applied in the same proportion to the shorts.

In the days when motion pictures were making early history, silent comedies were ground out as fast as two a week. Today, according to one of the leading makers of two-reel talking comedies, it takes on an average of four weeks to prepare the story, another two weeks for set building and a week or ten days in actually shooting. There is no compunction about shooting additional scenes if it is found, after a fair preview, that the picture needs it to bolster up certain spots. It is true the exhibitors are paying more for shorts than they did in the silent days, but not enough to compensate the additional expense required to make them.

•

Report Amos 'n' Andy to Make Second Film

Although R. K. O. executives have not verified the rumor, it is considered certain that the success of "Check and Double Check," the first Amos and Andy feature, means that these famous persons will make at least one more for the same concern.

Kalmar and Ruby, who wrote the book, lyrics and music for this production, have gone to New York, but announced they would be back on the R. K. O. lot by January 1.

•

R-K-O Marking Time On Arthur Lake Contract

Because Arthur Lake holds a five-year contract with Radio Pictures for a certain number of pictures, the company is marking time until it secures a more fool-proof story for the actor before starting him on another. His initial picture on this contract, "She's My Weakness," didn't measure up to b. o. results as it should.

They have already discarded "His Majesty Bunker Bean" as a possibility.

Mr. Exchangeman
FRED CHURCH
In
A series of Out-Door Comedy Dramas
Powers Cinephone Recording
First release now ready for delivery
"THE UNKNOWN RIDER"
Thrills . . . Action . . . Dialogue
Write, wire for territory
GOLDEN EAGLE PICTURES
5106 5th Avenue
LOS ANGELES, CALIF.

"THREE FACES EAST"
"HOLD EVERYTHING"
"THE GOLD DIGGERS OF BROADWAY"
"THE DESERT SONG"
"THE HOTTENTOT"
"THE AVIATOR"

° "DIVORCE AMONG FRIENDS"
° "THE LIFE OF THE PARTY"
° "EX-MISTRESS"

MR. PRODUCER:

Roy Del Ruth, who by virtue of his directorial achievements was recently acclaimed as one of the ten best directors in the entire film industry, will be available for one picture beginning September 29th. He is now completing "Ex-Mistress," co-starring Bebe Daniels and Ben Lyon, in a Warner Bros. Super production.

° TO BE RELEASED

Dave A. Epstein,
Publicity Representative,
6777 Hollywood Blvd.,
CLadstone 6237

BUSINESS OFF IN ST. PAUL

ST. PAUL.—Reports from the motion picture theatres tend to show that business is rather spotty. Although four widely-advertised films are showing, the draw is not heavy.

Paramount Theatre: "Anybody's Woman" opened rather slowly, but is building steadily. Ruth Chatterton is always a big draw in this city.

Orpheum Theatre: Although "Dixiana" offers the same star, comedians and director as "Rio Rita," its business is far below that of its predecessor. Business is mediocre and is not helped by a poor vaudeville bill.

Riviera Theatre: Business is poor when one considers the popularity of the stage version of "Three Faces East" and the drawing power of Constance Bennett and Eric von Stroheim.

Tower Theatre: "The Sea Wolf" was booked in at the last minute to capitalize on the death of Milton Sills and the attendant publicity. It is the type of picture usually shown at this house and is doing the best business in town.

R.K.O. Has Simpler New Camera Crane

Topping the cumbersome camera crane designed by Paul Fejos and built by Universal at a cost of $50,000, the experimental laboratories at the RKO studios have developed a more compact camera perambulator that can do the same work.

The new device, designed by W. G. Johnson, eliminates the cumbersome dollies which were restricted to lateral movements and dragged here and there by an army of grips, and elevates cameras to a thirty-three foot height in a few seconds. This is accomplished by means of a hydraulic telescope lift, controlled by an electric push button.

The perambulator is provided with five platforms, giving sufficient space for microphones, cameras, lighting equipment and the technical crew.

Soviets Buy Fifty Portable Recorders

Chicago.—The Russian Government has purchased fifty portable recorders from the Vitaglo Company of Chicago.

"Angels" Release

(Continued from Page 1)

cisco, if permission can be obtained from Fox West Coast.

Fox West Coast holds the power to restrict Hughes from roadshowing the picture in any coast city without their permission in return for the 20-week lease on the Chinese.

"Angels" will be roadshowed thruout Canada, with a premiere next month at Toronto, and also in London, where it is due to open at the Pavillion, Oct. 26.

FREE OPENING 'INVITES' CREATING PASS MOOCHERS

Syracuse—Some of the big chain owned key run houses throughout the country have started something it is going to take a long time to finish, and a move that has started a bloody war among other chains, for patronage, free or paid.

The gag started with invitation openings for pictures playing the town. Special invitations were sent to the leading people announcing the opening, generally scheduled after the last evening performance of the day, with an engraved ticket of free admission. The invitation list, for the most part included the names of people of social influence and people who generally attend pictures, thus taking away paid admissions.

All of this O. K. until some enterprising managers stepped their special performances up to 7:30 in the evening. Then things started to happen. Take the case of Syracuse, N. Y. for example.

The 7:30 p. m. mid-week invitation openings were pioneered here by the Paramount. A thousand or better guest tickets, each calling for two admissions, were distributed for them and, under the plan followed in their distribution, they went almost wholly to regular theatre patrons. As a result, on those nights teh Paramount had audiences while the box offices at other main stem houses were given the go-by.

Keith's, too, was generous with invitations for its opening Friday of "Leathernecking," current film. Members of the American Legion, among others, received them.

A conservative estimate places the number of free admissions distributed here during the past week at 4,000, exclusive of Annie Oakleys sent to the papers as the regular allotment.

Competing circuit managers, it is said, forwarded strong letters to their respective New York headquarters, protesting that the advanced opening was bad enough but that the free admission stunt was worse. The order to stop the 7:30 invitation premieres followed; the paramount instead, introducing "Follow Thru," current attraction, with an 11 o'clock screening on Thursday night.

Hal Roach Studios Show Higher Profits

Announcement was made yesterday that the profits of the Hal Roach Studios, Inc., for the thirty-four weeks ended July 26, were $36,052.93. This represents a substantial increase in earnings as compared with the preceding 44-week period.

In furtherance of its plans to strengthen its working capital, no action has as yet been taken towards the resumption of the preferred dividends which were omitted last December.

Moos Is Back At "U"

Sigmund Moos, formerly with Universal, has returned to that organization as manager of the leasing department.

Color Prejudice

(Continued from Page 1)

if distributors ask exhibitors three and four times more than the picture is worth because of its color photography.

"Color prints have been hurt because of poor positives, occasioned by studios forcing the color laboratories to rush them, regardless of quality, and even in the face of a N. G. lab mark. This caused the picture and all those connected with the production to suffer and as a result, exhibitors Certainly they don't in the manner distributors want to serve them and at those terrific prices."

Star Ill, "Dove" Overhead Climbs

Overhead on "The Dove" at United Artists is accumulating, awaiting the return of Dolores Del Rio, who became ill with a serious case of laryngitis ten days after the picture started in rehearsal.

Aside from holding up stage space, the original cast is receiving weekly checks for waiting. Latest reports indicate Miss Del Rio will be able to return to work within the next two weeks.

Catholic Guild Names Committees

James Ryan, president of the Catholic Motion Picture Guild, yesterday announced the formation of a number of committees, the chairmen of which are:—Executive, James Ryan; Advisory Board, W. K. Howard; Entertainment, Robert Emmett O'Connor; Publicity, Erle Hampton; Membership, Frankie Dolan; Corresponding secretaries, June Collyer, Ina Mae Merrill and Leo McCarey.

Wallace Fox Lamed

Wallace Fox, director at Pathe, is now sporting a cane as a result of a sprained ligament, received in stepping from a parallel when on the last scene of his current picture.

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9200
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

JACK GREGER
SOUND ENGINEER
AVAILABLE
2 Years With Metropolitan Studios. Reg. Benny, Ruth Roland, Jose Behr, Sono-Art, Hamilton and Christie Comedies.
Telephone: HEmpstead 5648

Production Costs

Exhibitors around the country are complaining that producers are exaggerating on the costs of their product.

Read this Mr. X ——— and it's a fact.

Cost of "Cimarron" story	$125,000
Costs of tests for players	48,000
Motor transportation costs from studio to ranch for cast and technicians	47,000

And that doesn't even start it.

Kalmar And Ruby To Be Producers

Bert Kalmar who, with Harry Ruby, wrote the book, lyrics and music for "Check and Double Check," is leaving Hollywood with Amos 'n Andy for an Eastern trip of three weeks. He will then return to Hollywood where he and Ruby will join hands again to produce two features on the same basis that De Sylva, Brown and Henderson are working with Fox and United Artists.

Kalmar and Ruby have made no announcement of the name of the company with which they will be affiliated.

Idle Musicians Give Free Concert

Newark, N. J.—The populace of Newark was given a musical treat yesterday by more than 500 musicians who have been thrown out of work by the talkies. They gave a free concert as a protest against the "canned music."

N. Y. Indie Studio

(Continued from Page 1)

big chain companies), working out plans not only for the studio itself, but the productions and the distribution.

The three producers mentioned above probably control more good talkie material than all the rest of the stage and picture industry combined.

THE TOLUCA PARK APARTMENTS, 4258 Cahuenga (½ mile North Universal Studios) has luxuriously furnished singles, doubles and bachelors at $30 per month up. Phone North Hollywood 3646.

Mr. Exchangeman
FRED CHURCH
In
A series of One-Door Comedy Dramas
Powers Cinephone Recording
First release now ready for delivery
"THE UNKNOWN RIDER"
[Thrills . . . Action . . . Dialogue
Write, wire for territory]
GOLDEN EAGLE PICTURES
2188 5th Avenue
LOS ANGELES, CALIF.

MONEY AT THE BOX-OFFICE

"Check and Double Check"

"Will Pack Them In for Years 'n' Years"

"An Amos 'n' Andy Knock-out"

An R-K-O Picture

Directed by

MEL BROWN

Exclusive Representation
MYRON SELZNICK - FRANK JOYCE, LTD.
Hollywood Bank Bldg., HO-2124

DAVE A. EPSTEIN
Publicity Representative
6777 Hollywood Blvd., GL-6237

THE Hollywood DAILY REPORTER

Vol. 1, No. 18 Price 5c TODAY'S FILM NEWS TODAY Friday, September 26, 1930

N. Y. STUDIO FOR INDIES

TRADEVIEWS
by W. R. Wilkerson

Watch that Warner crowd.

Do not bother about the question of whether they are going to get the financing they want in the deal they now have on. Pay no attention to the rumors of whether they are going to retain the control of their companies. Pass the First National gag of returning First National to the original franchise holders. Don't waste your time with any of that—look to more interesting and better proof of what is REALLY going to happen.

Better Warner and First National pictures.

Yes, I know, they all yell this at this time of the year. The high salaried p. a.'s will broadcast with glowing press copy of what is in store from their companies. But I have seen four Warner pictures and three from the First National studio. Not one hand picked for my observation. All previewed around Hollywood, and EVERYONE of them a hit, in any man's theatre.

This is not a blurb. It's a fact, that you, Mr. Exhibitor, should take notice of. True, it is one man's opinion, but in these seven cases the material for entertainment contained in the pictures is of such an outstanding nature that even I could not miss in reporting to you that the Warners will come through for you this year with a product that will measure with the best and maybe top them.

Let's look over the list.

There will not be a better picture made this year than "Illicit," from the Warner lot. And this about goes for "Steel Highway," "Barber John's Boy" and "Divorce Among Friends."

First National has shown two certain smash attractions in "The Gorilla" and "Mothers Cry." "Kismet," a beautiful production capably produced and acted, is of the doubtful quality in so far as I am concerned. It might lick the other two in cash returns, but "Gorilla" and "Mothers Cry" are in and for plenty of money.

Let these two organizations show up with a few more like the above and they will require no banker financing. Exhibitors will do it with the money they collect from their customers.

Propose Build Mammoth Sound Studio On Long Island For Indie Producers; Shuberts, Erlanger, Cohan In Deal

New York—There is a movement on foot, almost completed, for the building of a tremendous leasing sound studio in Long Island City for the use of independent producers of talkies.

This movement gathered momentum with the understanding that the Shuberts, Erlanger, George M. Cohan and other prominent stage producers would contract for sufficient space to underwrite the whole transaction.

The studio will be equipped with the latest recording machinery of De-Forrest Phonofilm and financed by a group of realty men on the Island.

Meetings have been held almost daily for the past two weeks between the producers, the men financing the studio, and several important distributing executives (now employed by

(Continued on Page 3)

Big Money

"Reaching For The Moon" boasts a grand cast for a GRAND total. Here are three items that might surprise you.

Douglas Fairbanks	$300,000
Bebe Daniels	70,000
Edward Everett Horton	20,000

That totals $390,000 for three players

Para. Shorts Are Completed

New York.—Within the next ten days Paramount will have completed its entire 1930-31 short subject programme, finishing work that, it was estimated, would take until January 1. The short subject department at the Astoria studio will be shut down immediately and all facilities will be used for the enlarged feature program.

"The Royal Family" is already being shot there, and "Two Against Death," starring Nancy Carroll, will go into production early in October.

•

Erpi-Gen. Talkie Suit Up Dec. 6th

New York.—The appeal in the decision of General Talking Pictures against ERPI and Western Electric will be heard in the U. S. Supreme Court in New York, December 6th.

•

Younger Leaves Tiffany for M-G-M

A. P. Younger, screen editor at the Tiffany studio, resigned yesterday, to take effect at once.

He has been engaged by Irving Thalberg as a member of the writing staff at Metro, his first assignment being the preparation of the Fannie Hurst story, "Five and Ten."

'Exhibitor Color Prejudice Due To Distributor' Says Callaghan

Andrew Callaghan, West Coast head of Technicolor, had a few things to say about Technicolor in particular and color photography in general on his return from New York yesterday.

He laid the blame for any failure of color pictures in the theatres, not to the color itself, but to the fact that producers were charging three and four times as much for Technicolor pictures as for the regular black and white.

Mr. Callaghan said: "It is not the fault of color that producers select uncolorable films; it is not its fault

(Continued on Page 3)

General Release Of 'Angels' In Jan.

New York.—Howard Hughes plans to throw "Hell's Angels" on the U. A. circuit for general release shortly after the first of the year. Until that time it will be roadshowed in Cincinnati, Detroit, Columbus and Washington, D. C., with a possibility of San Fran-

(Continued on Page 3)

•

Edgar Selwyn to N. Y.

Edgar Selwyn, having previewed "War Nurse," his latest production for Metro, has left for New York to catch up with his stage business.

"NEW MORALS" CALLED OFF

Paramount's production of "New Morals" has been called off, due to the fact they could not get a workable script in the cleanup of "Spring Cleaning."

Bill Powell was supposed to have been starred.

•

New W. C. Chain Head Is Here

Oscar Oldknow, vice president of the Fox Theatres Corporation, and the man appointed by Harley Clarke to have charge of the entire chain of Fox houses, arrived in Los Angeles last night in the Maddux plane. It is known that Mr. Oldknow contemplates a complete reorganization of the West Coast Theatres, but so far, he has given no intimation of just how he will do it.

•

Ray Griffith Signed

Raymond Griffith, who has been on the screen all too seldom of late, has just signed up to do a comedy for Majestic Pictures. The feature is called "Let's Play House" and was written by Griffith and Harrison Jacobs.

DESPITE HIS NAME • Boleslavsky IS a box-office director sig schlager can prove it to you!

THE HOLLYWOOD REPORTER

W. R. WILKERSON .... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor
Ralph K. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

"STEEL HIGHWAY" IS FINE "BOUDOIR DIPLOMAT" POOR

THE LOWDOWN

After reading John Weaver's new book of poems called "Turning Point," we're convinced that the "nerve of the Irish" is not only equalled, but surpassed by a certain blonde Nordic. Beginning with the dedication, he pans Hollywood, directors, the town's cuties, child actors and all things Californian, delivering knockout puches all the way. The poem, "Hail California" contains references to our "sawdust oranges," "cultural poses," "grinning insincerity," and "paper roses"—yet this one, and all the others too, are written in great style. All of which would give one the notion that he was about to hop a train East. That's where the "nerve" comes in . . . he is staying here on a contract far from completion, and boy—he'll have plenty of "music" to face!

●

A crooning radio star from the East, who made one picture here and then folded up, supplied many laughs while here. This sheik liked the ladies, admitted it openly, and "played" them all on the lot. One day, the director, weary of hunting for the sheik and some missing femme, planted a "mike" near the sheik's bungalow dressing room, and relayed the talk through the monitor room to a loud speaker around which the rest of the company gathered. The talk almost burned up the wires, and the comment later completely burned up the sheik.

●

Scenes for "Sheeps Clothing," (Radio) with Louis Wolheim and Mary Astor, were being filmed around Catalina Isle. Louis was telling Mary something for the "mike," but the fish kept interfering by splashing water, so the mikee no getee the wordee. Exasperated, Louie threw the fish four gunny sacks, three $7.50 Central checks and the scenario, and, believe it or not, the fish came up and took a bow.

●

One glance at the young sister of Nancy Carroll is plenty to convince anyone that there must have been a lot of talk about "one star in the family being enough"—to have kept her off the screen so long.

Good Story and Very Well Acted

"THE STEEL HIGHWAY"
Warner Bros. Picture

Directed by.....William Wellman
Story and Adaptation by.....Maude Fulton
Dialog by.....William K. Wells
Film Editor.....Edw. M. McDermott
Photography by.....Barney McGill
Featuring.....Grant Withers and Mary Astor
Supporting Cast.....Regis Toomey, Joan Blondell, J. Farrell McDonald, Walter Long and Lillian Worth

Straight dramatic story that has plenty of action and suspense. A picture way above average that will appeal to audiences in any community.

It is a story that combines the tale of the best friend's love for his pal's wife, their subsequent breakup and quarrel with some thrilling railroad stuff. The basic idea of the picture has been done many times on the screen, but intelligent direction and dialog manage to lift it above its trite story and make of it an absorbing and exciting production.

Grant Withers, as Bill, the married couples' best friend, is a relevation. He's never done a better piece of work nor given a performance than can compare to this one. His role calls for both comedy and dramatic acting and he comes through with a characterization so good that it will be a distinct surprise to those who have watched him amble through his other pictures.

Next on the list, and very nearly topping Grant Withers, because of a more sympathetic role, is Regis Toomey. To him falls the lot of the husband no longer loved, who is blinded in a fight. It's the biggest plum that Toomey has had and he proves himself an actor of no mean ability and one who deserves even bigger parts. Joan Blondell, as Marie, the tough little waitress, is great and Mary Astor, as the wife, steps out of character and becomes a warm, living creature in this picture. It's the best she has done in a long time.

William K. Wells deserves plenty of congratulations for his excellent dialog—especially in the scenes dealing with the breakup between the two pals and the love sequences. Actually, they speak as normal human beings would under emotional stress and never give cause for any snickering from the audience. The direction, too, of William Wellman, is responsible for this illusion of reality and the photography is excellent. There is one shot, in particular, of railroad tracks photographed in the rain, that is worthy of an art award to Barney McGill.

It is altogether a surprisingly good picture that should go a long way toward increasing the fan population for all those connected with it.

Again The Pendulum

The irony of fate has again asserted itself on the U. A. lot in the case of Thornton Freeland versus Bert Sutch. The latter, having his fling at wielding the megaphone several years ago, employed Freeland as his assistant. Now Sutch is serving as assistant to Freeland, who ascended over night, to the ranks of the most important directors of the industry.

"WEE-WEE MARIE"
Universal

Produced by.....Stanley Bergerman
Directed by.....Al Ray
Story by.....Jim Millhauser and Ralph Cedar
Running time.....30 minutes
Cast: Slim Summerville, Eddie Gribbon, Pauline Garon, Roger Grey and 500 soldiers.

For high class comedy where every gag is logically spotted to help the story, this one will measure up to standard, and more.

It is the second of the Summerville series and, like the first, is centered around two American soldiers somewhere behind the battle front. It gets under way from the start with a load of belly laughs on the gag of Slim digging one of the outdoor telephone booths so necessary for an army of occupation. This could be made very offensive but the way it is treated here, will meet the approval of the most prudish and the same applies to all the other gags timed and spotted in such a manner that there is very little cessation in laughs.

There is enough production value in the battle scenes to dwarf some of our big war pictures. This film will be released two ways, one with the new Universal wide angle film called Magnicrome and the other on standard 32mm. film.

Summerville and Gribbon team to perfection and will develop into sure box office attractions.

Pauline Garon registers well and furnishes the love interest for the two comics.

PRODUCTION NOTES

Mariorie Rambeau has been signed for the feminine lead, opposite Wallace Beery, in "The Secret Six," which George Hill will direct for Metro.

●

Guty Cardenas and Raoul Knoll have been signed for roles in the French version of "The Bad Man," a First National production. Billy Joy placed them.

●

Eva Rosita, Spanish actress, singer and dancer, has been signed by Universal for "Mardi Gras," another of the Witwer's "Leather Pusher" series. Albert Kelley is directing.

Heavy Hand Used In The Adaptation

"THE BOUDOIR DIPLOMAT"
Universal Picture

Produced by.....Carl Laemmle, Jr.
Directed by.....Mal St. Clair
Dialog and Screen story by.....Benjamin Glazer
Adaptation by.....Tom Reed
Screen editor.....Milton Carruth
Photography by.....Karl Freund
Cast: Ian Keith, Betty Compson, Mary Duncan, Jeanette Loff, Lawrence Grant, Lionel Belmore.

Feeble satire on the means used to gain diplomatic ends. The title is a great come-on but it is doubtful whether it will be able to overcome the bad impression of the picture. Not much entertainment in this one for either the big or small towns.

The story relates the pseudo romantic adventures of a young diplomatic attache who is willing to give up his life for his country, but not the promise of a fair lady. His main use to his particular country happens to lie in fair ladies and it is his gallantry, so-called, that in the end accomplishes the signing of an important treaty.

The stage play, from which this screen version has been made, was a gay and witty, lightly risque affair. The picture adaptation seems to have suffered heavily from suggestions by the Will Hays office. This is the type of picture that Mal St. Clair made so successfully for the silent screen but something has gone radically wrong. Either St. Clair has lost his flair for satire or the restrictions put upon him succeeded in completely submerging his better directorial judgment.

The cast, too, doesn't prove to be a very happy choice. Miss Compson overacts, Miss Duncan poses gracefully but accomplishes nothing and Ian Keith never seems to be able to get started. Jeannette Loff has only a bit in this picture. She looks lovely but only puts in an appearance in three short scenes, altho she is the real love interest.

The dialog is stilted and the one or two funny lines left—lines which made the stage play so delightful—are quite harmless but gratifying.

It is a heavy handed and almost entirely dull affair. In its present state it will add nothing to the greater movie season's attraction.

●

Nance O'Neil Seeks Lost Press Book

Nance O'Neil, who is to appear in Edwin Carewe's production of "Resurrection" at Universal, has lost her press clipping book and is brokenhearted. No wonder, for it took many years and many fine performances to get the material in that book. So, if anyone finds it, he or she may earn Miss O'Neil's boundless gratitude by returning it to the Universal lot.

THE Hollywood DAILY REPORTER

Vol. 1, No. 19. Price 5c — TODAY'S FILM NEWS TODAY — Monday, September 29, 1930

LABOR ROW LOOMING

TRADEVIEWS
by W. R. Wilkerson

For the reason that Amos 'n' Andy are the two greatest draws of the present day, it does not necessarily follow that a-n-y picture they might have played in would do the cleanup business that is in store for "Check and Double Check."

Time and time again we have seen great attractions brought into pictures for a big shot, only to flop, due to bad production and story.

Consequently, I think R-K-O, Bill Lebaron and Bert Millhauser deserve great credit in having the good judgment in selecting the right story, director and cast for this all-important production. Everything was perfectly synchronized and a tremendous box office attraction is the result.

•

A Word of Laemmle, Jr.

Am a little bit disappointed in Junior Laemmle. Maybe I have been expecting too much from the production head of Universal. It may be that he is accomplishing wonders with the material at hand. However, I doubt it, as the productions of "A Lady Surrenders" and "The Boudoir Diplomat" show a lack of judgment on the part of the younger Laemmle.

"The Command to Love" was a great play. True, it had to receive the Hays treatment for pictures, but if Junior was on his toes, he would not have caused the picture to be made if it had to lose so much of its charm in cleaning the story up. The failure of this picture is the fault of Junior, and no one else.

"A Lady Surrenders" was Junior's error because it should have never been made. The Erskine story "Sincerity" had little of the value that would make a good Universal attraction.

•

Big Rumors from Fox

We hear great things about the Fox production of "Renegade" and the initial attraction from Liberty productions, "Ex-Flame." Both of them will have early previews.

Lab. Workers' Non-Strike Pact Nears End And They Want More Money. Sound Technicians Seek Adjustment

Labor troubles, which may or may not prove to be serious, are looming on the horizon of the motion picture business. The most acute situations involve the laboratory workers and the sound technicians.

The four year non-strike agreement between the union workers and the film laboratories is nearing termination, and meetings will now be in order to get the workers better wages, working conditions and treatment. At the time the peace agreement was signed, insuring labs against walk-outs or strike trouble, sound films were a rumor and not an actuality. Now, with sound equipment

(Continued on Page 3)

Columbia Expands

Columbia has taken over the old Keaton studios and is now working a crew of three shifts, under direction of Ned Mann, to brush off the cobwebs and remodel the buildings to facilitate work of filming miniatures for "Dirigible." This is the first sign of life around the old Keaton studios in five years.

DEL RIO CONTRACT WITH UNITED ARTISTS ANNULLED

Owing to her continued and serious illness, Dolores Del Rio's contract with United Artists has been abrogated, the cancellation being based on a clause in the contract providing for the ending of the agreement if the star should be unable to work for thirty days.

At the time Miss Del Rio became ill she was preparing to start work

(Continued on Page 3)

Mary Pickford To Go On With "Secrets"

Mary Pickford is understood to have changed her mind about discarding "Secrets" and will make the picture with the cast originally selected. We are told that Miss Pickford hopes to make this her greatest screen achievement. This will follow the completion of "Kiki," on which she is now at work.

•

Silent Recorder Shown In France

Paris.—A muting device which renders the ordinary camera absolutely noiseless has been demonstrated to the trade in Paris by M. Liardet, who claims it is very inexpensive to attach to any camera.

•

Montgomery Garbo Lead

Robert Montgomery has been selected as leading man for Greta Garbo in "Inspiration," her forthcoming Metro picture. Clarence Brown will direct. It is an original story with a Paris background.

Mitchell Camera Buys Up Fearless

Apparently the story run in last Monday's Reporter to the effect that Bell-Howell was trying to buy up the Fearless 35mm. and 65mm. cameras started something, for Mitchell Camera Company is said to have bought up Fear and also his patents, giving them monopoly in the wide film camera business. Mitchell Camera Company is owned by Fox Film.

•

Fox Foreign Head Coming

Clayton Sheehan, general manager of Fox foreign distribution, will arrive here next Wednesday with J. Carlo Bazetti, of the foreign department, to contact with production officials in regard to mapping out a definite program for foreign product. Sheehan has just completed a three months' survey of the foreign situation.

HOME TALKIES NOW READY

New York.—According to Federal Radio Commissioner H. W. Lafount, talkies for home use will be ready for introduction on a tremendous national scale immediately. Radio manufacturers of receiving sets and accessories are prepared to place this equipmen into mass production at once.

•

Used Screen To Obtain Loan

Warsaw.—The Polish Government brought out an issue of 50,000,000 zlotys and compelled every theatre in the country to run talking pictures, advocating the issue and its subscription. Through this means the loan was oversubscribed in ten days.

•

Marion Davies Due

Marion Davies arrives in Hollywood today. She has been abroad for a long time, stopping in New York on her way here to make some scenes for "Rosalie," her next picture.

B—O—L—E—S—L—A—V—S—K—Y
S—H—O—W—M—A—N—S—H—I—P

"VIRTUOUS SIN" "PAY-OFF" AND "ADIOS" ALL GOOD---"FATHER'S SON" ONLY FAIR

All The Honors Belong To Cast

"THE VIRTUOUS SIN"
Paramount Picture

Directed by.....
....Louis Gasnier and George Cukor
Story by.....Lajos Vilhay
Screen play by.....Martin Brown
Scenario by.....Louise Long
Photography by.....David Abel
Featuring: Kay Francis, Walter Huston and Kenneth McKenna.
Supporting Cast: Jobyna Howland, Paul Cavanaugh, Aaron Kolkhurst, Oscar Apfel, Gordon McCloud.

Good dramatic story, well acted. The title is a big draw and the picture offers great exploitation possibilities for the exhibs. It is a film that will be more appreciated by sophisticated audiences, but contains enough angles to do good business wherever shown.

The setting of the story is laid in Russia, 1914, while that country was still being crushed by imperialism and the army. A young medical research worker is drafted into the army and sentenced to be executed for sedition because of his resentment against the treatment he has been given by the General. The doctor's wife, whom he married even though she was not in love with him, decides to save him and is willing to sacrifice herself to the General in order to do it. She falls in love with the General and the real sacrifice comes when she must plead for the life of her husband, thereby giving the impression that everything that she has done has been a trick. Of course, in the end, things are straightened out for a happy conclusion.

Here is a story, that by virtue of its compelling situations and excellent acting should have made a great picture. However, poor direction and mediocre dialogue have succeeded in spoiling any hopes along those lines. The direction, in particular, is at fault. If the story had not planted the idea of imperial Russia, certainly one could never have gotten the atmosphere from the direction. They have also allowed some obvious padding to creep in and the picture seems long because of its inexpert handling. The main fault of the dialogue lies in its failure to be brilliant in scenes where brilliance is necessary to help along the action and characterizations.

To the actors belongs the glory of the picture. Kay Francis, despite the fact that the photography in many of the scenes was most unkind, gives a splendid portrayal of the wife, and Walter Huston as the General does a fine piece of acting in a difficult role that could have been easily misplayed through a less intelligent characterization. Kenneth McKenna does well in a highly emotional part.

The picture is something new in the eternal triangle situation and, due to its acting, deserves a good rating.

Direction And Cast Excellent

"THE PAY OFF"
R-K-O

Produced by.....Wm. LeBaron
Associate Producer, Henry Hobart
Original story by.....Samuel Shipman
Directed by.....Lowell Sherman
Adaptation by.....Jane Murfin
Starring.....Lowell Sherman
Photographed by.....Roy Hunt
Film Editor.....Rose Smith
Supporting Cast: Marion Nixon, Hugh Trevor, George Marion, Walter McGrail, William Janney, Alan Roscoe and Helene Millarde.

One of the best of the crook dramas. Even those who have become a little tired of this type of picture will appreciate the superior quality of the production. It offers entertainment for the sophisticates and the naive both, and should prove to be a good attraction for the exhibs.

This story of crooks concerns itself with the upper strata of gangdom only. It is all about a well-organized gang of jewel thieves, held together by a master mind who doesn't believe in gun play. The gang comes to grief when jealousy and envy prompt one of its members to commit murder, at the same time involving the innocent love interest in the crime. The payoff comes when the master mind, (because of his love for the fem. member of the couple whom he has befriended,) forfeits his liberty in order to release the innocents and allow them to to pursue their love life in freedom.

Lowell Sherman has done an excellent job with the direction. It shows intelligence and finesse, and he has removed as much of the hokum as possible in order to make a picture that will stand above the lot of underworld stories that have flooded the movie mart. He also plays the part of the "brains" of the gang, and while he seems to be thoroughly enjoying his own acting at all times, he has toned down quite a bit and offers the fans a smooth, suave performance.

Marian Nixon, Hugh Trevor and George Marion deliver the goods in fine shape. Trevor has never been better. Walter McGrail does well in a role that is all too brief, and the rest of the cast manage their parts neatly.

The photography is much better than good and there are several shots that show an expert knowledge of camera angles. Max Ree, as the art director of the picture, deserves a word of apnreciation for the fact that the night club set looks just like a night club and not a glorified version of Grand Central Station.

It's a good picture, on a well known theme that the fans like, and will put Lowell Sherman well to the fore as a director.

Another Added To 'Better List'

"ADIOS"
First National

Directed by.....Frank Lloyd
Starring.....Richard Barthelmess
Story by....Lanier and Virginia Bartlett
Screen version by.....Bradley King
Photographed by.....Ernest Haller
Edited by.....Harold Young
Cast: Fred Kohler, Robert Edeson, Erville Alderson, Mary Astor, Marion Nixon, Barbara Bedford and Arthur Stone.

When this production is edited and cut down to its proper length, it will give First National another production on their "Better Picture" schedule. Not of the knockout variety, as were "The Gorilla" and "Mothers Cry," but a good attraction and durned good entertainment.

The story is one of early California and concerns the treatment of the Spanish population by the Americans, a condition that is historically correct. Barthelmess, in the lead, depicts a sort of Robin Hood character, in that he resents the treatment of his people and gathers a bunch of his countrymen for a little brigandry, giving the proceeds of their exploits to the poor.

Most of the scenes are taken out in the open and are beautiful. One of the big thrills of this or any other picture is the cattle stampede that almost destroys a town. This was marvelously staged and packs a wallop.

Frank Lloyd did a most capable job in the direction. Ernest Haller photographed the production with the hand of a true artist.

Barthelmess has had better roles. He gives this one everything it requires. Robert Edeson, Fred Kohler, Erville Alderson and Arthur Stone were more than capable in their support of the star. The girls did not have much to do but look pretty, and that they did.

•

"Lincoln" Opens To Sell-Out In Chicago

Chicago—Griffith's "Abraham Lincoln" opened at the Punch and Judy Theatre here to a sell-out, with seats selling six weeks in advance. Other films playing Chicago this week are "Scarlet Pages," for adults only, at the Oriental; "Good News" at the Chicago; "Monte Carlo" at the Roosevelt; "Moby Dick" at McVickers; "What a Widow" at the United Artists; "Sinner's Holiday" at State Lake; "Africa Speaks" at the Woods; "The Matrimonial Bed" at the Palace.

Interesting, But Title Misleading

"FATHER'S SON."
First National

Directed by.....William Beaudine
Story by.....Booth Tarkington
Additional dialogue and adaptation by.....Hope Loring
Cast: Lewis stone, John Halliday, Irene Rich, Leon Janney, Mickey Bennett.

It is a great pity that a picture so beautifully made and played should lack the drawing power so obviously missing from "Father's Son." Its greatest drawback will undoubtedly be the title—unless it is changed. It should be, for the story is not "gooey" or sentimental stuff, which this title suggests.

The story, made vitally interesting by all those concerned with its production, is that of a small boy, his indulgent mother, his father who, having worked hard all his life to his present success, cannot possibly grasp a youngster's viewpoint, having had no real childhood of his own. This lack of understanding on his part, and his desire for strict discipline, brings unhappiness to the child and mother, and results in the breaking up of their home. Finally, in his loneliness, he realizes that a father should be his son's comrade as well as his boss and the family is reunited.

That is all. There is no plot. And yet the picture is good entertainment all the way because it is so well directed by William Beaudine, so perfectly cast, and because it is always natural, human—and very amusing in spots. Leon Janney gives a marvelous performance—because he does not act at all. He is just a normal, healthy, mischievous kid—the kid down your block—anybody's kid. Lewis Stone is excellent as the father, and John Halliday lends much humor and understanding to the part of Doctor Bob.

The producers are to be congratulated for making a picture of this kind, absolutely devoid of "hokum" . . . especially with a scene wherein the boy tussles with another lad for possession of a loaded gun. There is breathless suspense here—yet no one is hurt. But whether or not this fact will be appreciated by Mr. and Mrs. Public, we hesitate to say.

Unfortunately, 'Father's Son" has neither a direct juvenile nor adult appeal. There is not enough kid stuff for kids—and too little action for the average moviegoer. But it will be time well spent for anyone interested in a story of this type—and anyone in the world with a "boy of his own."

•

Talkies for Siam

WASHINGTON.—A picture theatre, equipped for talkies and to cost $100,000, is being erected in Bangkok at the command of the King of Siam.

SYRACUSE AND WASHINGTON
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"WHAT A WIDOW"
Loew's Syracuse, N. Y.

Syracuse Herald: Chester B. Bahn — Really four pictures in one. Gay and rollicking comedy, exposition of newest in modernistic architecture, it approximates a fashion show and it is educational. It holds a generous measure of entertainment.

Post-Standard: Margaret L. Coyne — It's all very funny. Swanson fans are due to have their breath simply taken away.

Syracuse American: Helen Brown — An enormously gay and insouciant film. Fans of Swanson are due for a surprise. There is no dullness, no lagging.

"LEATHERNECKING"
Keith's Theatre

Post-Standard M. L. Coyne — A joyous affair with not a serious moment.

Syracuse Herald: Chester B. Bahn — Merely a hodgepodge of songs and dances, comedy and drama. Offers little new or spectacular. Nevertheless, it has its moments.

"MOBY DICK"
Warner's Strand

Syracuse Herald: Chester Bahn — Happily, in the remake, there are changes for the better. Mr. Barrymores' conception of the sea-dog has gained in finesse.

Syracuse Journal: Helen Brown — Strong, full-blooded drama.

"FOLLOW THRU"
Paramount Theatre

Syracuse Herald: — Has retained enough of its former freshness to make it fair entertainment.

"GOOD NEWS"
Palace Theatre, Washington, D. C.

Washington Times: — Jolly combination of college fun and musical comedy. For the most part runs merrily on.

Washington Daily News: — If they continue to be as good as this one, we really can't say that we will tire of such films.

"THE SPOILERS"
Keith's Theatre

Washington Daily News: — Leaving the movie crowds punch drunk after each show. They haven't spoiled "The Spoilers."

Washington Times: — A tense dramatic tale of straight shooting men.

"ANIMAL CRACKERS"
Columbia Theatre

Washington Times: — The Mad Marxes are here again and roars of laughter, howls of delight and hearty guffaws threaten the walls of the theatre.

Washington Daily News: — Corking comedy hit. If you miss this production plum, you're missing the tonic your system craves.

Roxy Off to Europe

New York.—S. L. (Roxy) Rothapfel sailed on the Leviathan last Saturday for a two months' rest in Europe. Fox theatres will take over the physical management of the Roxy theatre during his absence.

Luguet is Actor-Director

Andre Luguet, French stage star, will direct and act in the French version of "Let Us Be Gay" for Metro. Adaptation is by Jacques Duval and production starts this week.

Official Humor

The Hollywood Reporter staff received a card from the postal authorities, advising them of the death of a subscriber. The form reason checked on the card for non-delivery was, "Removed—Left no address."

Who says the post office has no sense of humor!

Brendel To Star In Gershwin Yarn

Fox is to star El Brendel in a picture to be written, both music and book, by George Gershwin. Production not until early winter.

Brendel will do one picture before this, with the story worked around the life of a janitor.

●

Labor Row Coming

(Continued from Page 1)

in all laboratories and developing done by machine instead of hand, a wage scale for all workers is more easily arrived at, where previously it was not, because help was paid according to experience and ability. It's all mechanical now.

The union is understood to have arrived at a wage scale for all workers, and will submit the new edict to laboratories hereabouts this week.

The sound technicians local will ask $125 a week for mixers, it is understood, with an 8-hour day, and overtime schedule. Other technicians' salaries will come under this on a graduated scale, according the their value and position.

Universal employs sound men as 'juicers' when not actually working with the 'mike,' paying them a straight electrician's wage with overtime. Some average $90 a week.

R-K-O is credited with paying the highest salaries of all studios for sound technicians. Some of the men here get as high as $200 a week and many get $125, depending on ability. It is going to be a difficult matter to standardize sound technicians' salaries, many of the men claim, for they say it is not in the cards for men getting wages higher than the union advocates, and in some instances a bonus besides, to abide by the $125 idea. On the other hand, the underpaid element is behind the movement to a man.

WRIGHT-O»»
Scripts, Plays, Parts Copied
• • • Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard • • •

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9280
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

Boylan Will Do "Yankee" Dialog

After exhausting the Fox staff of writers for suggestions and treatments of the new talking version of "The Connecticut Yankee," the job of writing dialog, which will be the most important factor, was turned over to Mike Boylan, who was recently retained by that company to doctor up weak lines in scripts.

Realizing that it was action that put the original "Yankee" over as one of the biggest b. o. silent pictures of its time, Fox decided if there was to be talk, it must be 100 per cent perfect and sure fire regardless of what Will Rogers may take liberty to ad-lib.

●

George O'Brien In Submarine Story

George O'Brien's next starring picture for Fox will be a submarine story, called "The Seas Beneath," and written by Dudley Nichols and William Collier, Sr. John Ford will direct.

O'Brien has just finished "Fair Warning," the last of a series of westerns, and the Fox management believes a change in style will benefit him.

●

Del Rio—UA Split

(Continued from Page 1)

on "The Dove." That was about six weeks ago. Since that time, the overhead has been mounting, the cast has been kept on salary and other expenses have been going on until the producers are many thousands behind.

The picture will be shelved temporarily. Walter Huston is going to Europe for three months and when he returns, production will be started again. If Miss Del Rio is able to work, she will appear in it.

Miss Del Rio, under the contract, had four more pictures to make for United Artists. It is understood that she was to receive $125,000 a picture.

JACK GREGER
SOUND ENGINEER
AVAILABLE
2 Years With Metropolitan Studios, Reg. Denny, Ruth Roland, Jose Bohr, Sono-Art, Hamilton and Christie Comedies.
Telephone: HEmpstead 5648

Mr. Exchangeman
FRED CHURCH
in
A series of Out-Door Comedy Dramas
Powers Cinephone Recording
First release now ready for delivery
"The Unknown Rider"
Thrills . . . Action . . . Dialogue
Write, wire for territory
GOLDEN EAGLE PICTURES
2106 5th Avenue
LOS ANGELES, CALIF.

HAVANA WOULD EXCLUDE AMERICAN SPANISH TALKIES

Havana, Cuba.—The Municipal Government of Havana has approved a resolution in the form of a petition to the Cuban Congress to pass a law to prohibit the exhibition of talking pictures in foreign language. In the event of failure to pass this, the Havana authorities ask that a preferential tariff be instituted for the protection of Spanish speaking pictures made in the native countries, as against those made in America and elsewhere.

A resolution was passed by the Havana body to protect the musicians. It requires pictures to indicate by title those with music recorded on the film and disc and if the disc recording was done in Cuba. Further, it allows theatres using pit musicians a reduction of 50 per cent in taxes.

Former Western Stars In 'Cimarron'

Here today and gone tomorrow; that might apply to screen stars. Over at Radio Pictures they have corraled most of the western stars of yesterday as supporting players in "Cimarron." These fellows in their time packed theatres with their names, and kids went wild over them. But time changeth everything. Among them are:

Bill Patton, winner of the world's bronco busting championship in 1911, 1915-16.

Gordon Jones, roping champion of England and America, from 1924 to 1928.

Bob Erickson, bull-dogging champ.

Kenneth Cooper, Pendleton round-up bareback rider.

Hank Potts, star stunt rider.

Col. Whitehorse, Indian broncobuster and pistol artist.

Listed also are Bob Burns, Shorty Hall, Walt Robbins, Buff Jones, Chas. Johnson, Rex Cole, Lee Cooper, Pete Janet, Bud Pope, Whitey Soverein and a host of others, all famous in their day and rated the best horsemen in the country, capable of making plenty of open space whoopee and supplying a thousand and one thrills for the paying customers, for most of them specialize in flirting with the undertaker and giving doctors an excuse for being in business.

These fellows have grownup with the "hosses" and speak the language, and they like nothing better than to compete for glory, even at the risk of their lives. "Cimarron" will give them all a "break"—with a handy first-aid hospital on location for all that care to enter.

•

UFA Gets Monopoly for Industrials In Russia

Berlin—Soviet Russia has just granted UFA a monopoly for advertising and industrial films in that country. UFA also releases its films of this nature in more than 1200 houses in Germany, and shows them on the steamships of the Hamburg-American and North German Lloyd lines.

22 Principals In This Cast

Director Charles Brabin has just completed a heavy casting job at the Metro lot, having engaged 22 principals for his coming production of "The Great Meadow." The story is primarily one of a mass of people and has an extraordinary number of individual roles.

In the cast of principals are Johnny Mack Brown, Eleanor Boardman, Lucille La Verne, Billy Bakewell, Guinn Williams, Anita Louise, Helen Jerome Eddy, Sarah Padden, Gavin Gordon, Virginia Sale, Jack Pennick, Dale Fuller, Victor Potel, Gardner James, Jerry Stuart, Donella Donaldson, Lillian Leighton, James Marcus and Andy Shuford.

Mr. Brabin, himself, adapted the story and Edith Ellis did the dialogue.

•

Phil Ryan Wants Story and Gag Man

Don't rush, boys. The line forms on the right at Phil Ryan's office at Metropolitan studio. He is looking for a good story man and another to do gags.

•

Re-Takes Coming For "Dark Star"

"Dark Star" is giving a load of dark moments for the Metro production officials after a look at the rough cut. Conceding it to be plenty b. o. in several sequences, a few will have to be yanked out and remade at a cost of several thousand dollars.

The studio is now trying to line up several members of the original cast for retakes.

•

"Whoopee" Opens Big

Indianapolis—"Whoopee" opened at the Palace Theatre yesterday to standing room. Other attractions here are "Dixiana" at the Circle; "College Lovers" at the Indiana; "Last of the Lone Wolf" at the Lyric; "The Squealer" at the Terminal; "The Office Wife" at the Palace.

•

Option Not Exercised

Paramount has not exercised its option on the services of Oliver H. P. Garrett, whose contract expired recently.

•

New Fem. Writing Team

Gladys Unger and Elsie Janis will do the dialog for Cecil B. De Mille's coming production of "The Squaw Man." Josephine Lovett is doing the scenario.

•

Renee Marvelle has been booked by Dick Polimer at Universal to play the ingenue lead in the balance of the Summerville-Gribbon two reel comedies.

SYRACUSE HOUSES ARE GOING AFTER THE KIDS

Richardson Sells To Fox For 10 Grand

With his contract to Fox as a featured player having until next March to terminate, Frankie Richardson, imported from New York more than a year ago, consented to tear up the agreement for a consideration of $10,000 cash. The actor figured he could deal more independently with vaudeville bookers or stage producers with that much cash in the bank.

•

Big Insurance On Film Stars

According to figures given out by the Spectator Company, insurance publishers, Gloria Swanson, with a life insurance of $2,000,000, is the most heavily insured of all the film stars.

Others of the film world carrying big policies are Cecil B. DeMille, $1,710,500, and "Buster" Keaton, $1,250,000. Among those carrying a million are Will Rogers, Douglas Fairbanks, Mary Pickford, Norma Talmadge, Constance Talmadge and Eric von Stroheim.

•

Hallam Cooley to "Sailor Beware" for Universal by Weber office.

Syracuse, N. Y.—Three Syracuse de luxe houses are preparing to launch drives to capture juvenile patronage, two using serials and the third trying a free dancing school.

Warner's Strand on Oct. 4 will inaugurate a series of special children's Saturday morning matinees, with the program embracing Rin-Tin-Tin's new serial, "The Lone Defender," a western or action feature and cartoon reel. The first matinee will be free, the house figuring that the interest created will build a cash business for the remaining episodes of the serial.

A week later, the Fox-Eckel will offer the first chapter of "The Indians Are Coming," recently announced for the Roxy, New York. The Universal serial, while admittedly a lure for juvenile trade, will be part of the regular house bill; no special performance for 'youngsters only' is contemplated.

The dancing school will be a Loew's State innovation on Oct. 4, the house tying with Sonya Marons, local teacher and former vaudeville headliner, to put over the plans. The school is scheduled to run an hour preceding the opening of the picture program proper. While the dance instruction will be free, children will be charged the regular 15-cent admission to the theatre.

Keith's employed a similar plan successfully in the early years of the theatre.

THE Hollywood REPORTER

TODAYS FILM NEWS TODAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW $10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____

Address_____

City_____

Occupation_____

NOTES ABOUT MUSIC

Kalmar and Ruby to F. N.

Although First National is trying to unload contract obligations with more than a score of songwriters and composers, it has signed Bert Kalmar and Harry Ruby to a two year contract whereby they will move in as producers of their own books, music and lyrics.

This will give the Warner production group four teams who have proven their ability at writing shows for the stage. The quartette under long term contracts consists of Sigmund Romberg-Oscar Hammerstein; Jerome Kern-Otto Harbach; Rogers, Fields and Hart; and Kalmar and Ruby. With this line-up and only six musicals slated so far for next season's product, the Warners will have to find something else for the so-called songwriters now under contract, which includes Stept and Green, Turk and Ahlert, Lew Pollack, Mitchell-Gottler, and Meyer, Dubin and Burke

•

Here and There

Paramount-Publix has disbanded its theatre lobby candy and sheet counters as a result of the overhead overbalancing receipts . . . Fox West Coast tried this out in a few houses but didn't get far with it . . . Art Schwartz just approved plans for installation of a music counter in the new de-luxe Newberry five-and-ten building now under construction at Glendale. This will be another unit for Music Sales . . . Eddie Janis of Famous has the Los Angeles Public Addressing outfit sewed up for the broadcasting of all Famous music at the various miniature golf courses around town employing this system.

Roosevelt hotel is out to give Ted Weems and his orchestra a welcome that will go down in history through means of a souvenir program now in preparation under the auspices of the hotel's own house organ. Many individuals and firms catering to the music profession are being approached for a courtesy ad to defray the expenses.

Wolfe Gilbert and Dave Dryer shoved off last Saturday in motors, headed for the Santa Fe trail that will lead them back to the big town. Gilbert doesn't know what he will do when he gets back to New York, but is likely to return to the house of Feist or go in to the business of publishing music for himself.

Having mastered Spanish sufficiently to apply it to the writing of music, both Leo Robin and Dick Whiting have turned their efforts to French.

With the success of "Three French Girls" to his credit, Arthur Freed is now writing another book for Metro in which he will also do the lyrics . . . with Erno Rapee's knowledge of international music, he is well equipped to arrange and score music to the many foreign versions of pictures now being ground out at the First National studios.

Kornheiser Deal Off

The Kornheiser, Leslie-Powers deal for opening up a new music publishing business under their own names has gone the way of all flesh so far as Edgar Leslie is concerned. Reason for the split has not been learned, further than that Leslie decided to return to London, where he is a favorite composer. He is taking Con Conrad along as a writing partner. Both will be at home on the other side, as it was there that Conrad wrote several musical shows and popular song hits for the English music publishers.

TWELVE BEST SELLERS

Sheet music along the Pacific Coast for the week ending Sept. 27 shows the following in the order of aggregate sales for the week.

"Little White Lies" (Pop) by Donaldson, Douglas and Grumble.
"Kiss Waltz," (Dancing Sweeties," W. B.) by Witmark.
"Dancing With Tears," (Pop) by Witmark.
"Moonlight on the Colorado," (Pop) by Shapiro-Bernstein.
"Confessin'," (Pop) by Berlin.
"It Seems to Be Spring," by Famous.
"Go Home and Tell Your Mother," ("Love in the Rough," M-G) by Robbins.
"Swinging in a Hammock," (Pop) by Berlin.
"Just a Little Closer" ("Remote Control," M-G) by Robbins.
"Bloom on the Sage," (Pop) by Preeman.
"River of Golden Dreams," (Pop) by Feist.
"When Love Comes in the Moonlight," ("Oh, Sailor Behave," WB) by Remick.

Norman Manning Back

Norman Manning is back at the Roosevelt hotel, in charge of entertainment in the Blossom Room. Manning left five months ago to take charge of Noah Beery's Paradise mountain resort, but quit the job when forced to wear an overcoat and ear muffs at night.

•

The office vamp says that the reason there are so many unhappy marriages in Hollywood is that so many people in Hollywood get married.

Well, Who Did?

Despite the general propaganda being circulated to promote optimism, many of the unemployed actors about Hollywood are looking with murder in their eyes for the two guys who wrote "Happy Days Are Here Again."

Walker's Girl Trouble

With more than 100 girls working under his supervision, Harry Walker, assistant manager of the Music Sales Corporation, is piling up an additional supply of aspirin because of several deficiencies in the performance of the girl's respective duties. It would not be hard to handle such a large force if it could be placed under one roof, but, as it is, the girls are spotted all the way from Denver to Los Angeles, and from Texas to British Columbia.

This army is necessary to handle the 70 or more retail music counters controlled by Music Sales, a subsidiary of Warner Brothers, and it is often reported by the managers of the main stores in which the music concessions are held that they have their own troubles with girls, financial and otherwise.

•

Valentine to Publish

Buddy Valentine, writer of his own music and lyrics, is about to take on new responsibilities of publishing his own and other creations of local song writing talent.

With headquarters in Los Angeles, he will start out the new catalog with one of his latest compositions, a popular Fox trot ballad, titled "Just a Hole in the Wall."

Violinsky Quits Music

Solly Violinsky, conceded the wittiest of all hotel lobby comedians around here, has given up the song-writing business to turn screen gagster and writer of vaudeville sketches. The latter work is now occupying most of his time, with an army of expired screen optioneers now hanging on here preparing to hit the vaudeville trail and bring that lost art of the stage back on its feet.

•

Two Roles in 17 Years

William Keighley, whose screen acting experience consists of a bit in one picture seventeen years ago, has been engaged by Universal for the cast of the Edwin Carewe production of "Resurrection."

ART SCHWARTZ

Announcing

"Tomorrow Is Another Day"

From The

Music Center Of The World

HOLLYWOOD

SURE!

We Make TITLES in Any Language

and Trailers

Pacific

"EVERYTHING IN TITLES"

TITLE & ART STUDIO

LEON SCHLESINGER, PROP

1123 No. Bronson Ave. Just north of Santa Monica Blvd.

HOLLYWOOD, CALIF.

HOllywood 9290

THE REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager.
Frank T. Pope, News Editor
Ralph K. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

The Boulevards have been ringing with the troubles of Harry and Jack Cohn of Columbia. The pay-off to the whole thing was Jack's crack that he had more to do with the production success of Columbia than Harry, in that he was responsible for the best pictures Columbia has made.

There is another story that Jack went into the publicity department and asked a copy man at a desk to send out a story crediting Jack with the success of Columbia production, but not to tell his brother Harry anything about it.

Is this a Potash and Perlmutter or just a throat-cutting match between two brothers?

●

The "marquisses and earls" of whom Marie Dressler used to sing, are sort of crowding the picture business. A new company, which announces that it will make "multi-lingual productions," has been organized, headed by Alfredo Verrico. Associated with him, according to official announcement, are Princess Medea Hermina Kindle Futscher, Prince Youcca Troubetskoy and Marquis Cesare Manfredo Origo. Maybe the Prince of Wales will crash the studios yet.

●

Screen players, directors and studio execs who have acquired the bug to learn Spanish are now finding another incentive to visit Tia Juana and Caliente. Heretofore they had nothing to occupy their minds on the Mexican side but gaming tables and the bars. Now, when that becomes boresome, they can, and do, go to their hotel rooms and engage the chambermaids in Spanish conversation. The C. M.'s are wise to the eager Spanish-loving patrons and they receive as high as a dollar for each of the new words mastered.

●

The "million dollar dream corner" is the latest name attached to Hollywood Boulevard and Cahuenga. One fellow says the dreamers take the fire plug for a casting office, maybe because it's stamped L. A. Casting Company.

SYRACUSE AND UPSTATE NEW YORK

SYRACUSE, N. Y.

Loew's State—"What a Widow!", first Eastern showing; underlined, "Love in the Rough."

R-K-O Keith's—"Leathernecking" and vaude; underlined, "Grumpy."

Warner's Strand—"Moby Dick"; underlined, "Scarlet Pages."

Paramount—"Follow Thru"; underlined, "The Spoilers."

Fox-Eckel—"All Quiet on the Western Front"; underlined, "King of Jazz."

Empire—Vaudefilm.

Syracuse—Vaudefilm.

●

"All Quiet on the Western Front" gave the local Fox house the biggest week's business since "Sunny Side Up" scored its four weeks' run. Announcement that the film would hold over brought a slight drop in business on Saturday, but the lines were back again on Sunday.

●

Loew's State, beginning next month, will have "Micky Mouse," heretofore a business-getter down the Main Stem at the Strand. Meanwhile, the Eckel which, as a Fox house, has first call on the Micky Mouse Club stunt is going ahead with plans to launch the clubs regardless.

●

"Floradora Girl," originally announced for the State, but discarded in favor of stronger pictures, will get a first run in a major house after all. The Davies picture has been set for the Eckel; for a time, it looked as though it would go direct to a second run theatre.

●

"Hearst's "Journal" here has helped itself to a portion of trouble by tying up with the Strand (Warners) on newsreel sponsorship. The Strand recently ditched the Paramount reel for Universal's. Loew's plays the Hearst Metro-tone News as a standard feature, and has been very nice to the Hearst name in the way of billing, etc.

Publication of the first story in the "Journal" calling attention to "this week's Syracuse Journal-Strand News Weekly," naturally burned the Loew outfit plenty. What the Loew G. H. Q. said to the Hearst office isn't known, but it undoubtedly was spicey, and the betting here is that someone on the "Journal" gets a spanking for boosting a competitor of a Hearst enterprise.

●

After approving all the costs of construction for Loew's State which was built here three years ago, C. C. Moscowitz, general manager of the Loew chain, will take his first look at the house next month on a return trip from Hollywood. Moscowitz stopped off here briefly last week enroute to the Coast, and promised to make it a day next time.

William K. Saxton, managing director of Loew's State, has been named on a committee of 28 business leaders of the city which will attempt to solve the unemployment problem here.

Ft. Wayne Has New Paramount Theatre

Fort Wayne.—The big event of the season here will be the opening of the new Paramount theatre on Oct. 4. An invitation showing will be given the preceding evening. It is a straight sound house and Chicago executives have been here frequently checking up on the progress. Keen competition is expected between the new house and the three RKO theatres—the Emboyd, Palace and Jefferson.

Local houses all run a split-week policy except in the case of specials. The best business here recently was done by "The Big House," "The Divorcee," "Ladies of Leisure," "Anna Christie," "The Dawn Patrol," "Western Front" and "For the Defense." "Dixiana flopped, being pulled after three days.

●

Luncheon for Cowan

New York.—Lester Cowan, manager of the technical division of the M. P. Academy, will be honor guest at a luncheon to be held at Town Hall by the Projection Advisory Council. Cowan is in New York to make closer contacts between theatre operators and the work that is being done by the Academy to establish standard equipment in projection, screen and wide film.

"Angels" Delayed In Three Cities

New York.—Departure of the Howard Hughes' crew of technicians on the Leviathan last Saturday will delay the roadshowing of "Hell's Angels" in Toronto, Chicago and Philadelphia until their return from installing the special amplifying equipment in the Pavillion, London, for an opening on Oct. 26.

The special equipment has already been installed in both Cincinnati and Detroit. The picture opened in the former town Saturday and is due to open in Detroit next Saturday following.

●

First Norway Talkie

Oslo, Norway.—The Norrona Film Company has completed the first talking picture production for this country. It is titled "Eskimo," and will have its initial showing in Oslo, Oct. 13th. French and German versions were also made.

●

Novarro in "Daybreak"

Ramon Novarro's next starring vehicle for Metro will be "Daybreak," from the Schnitzler novel. It will have a musical score by Oscar Strauss.

"DAWN PATROL" RICHMOND BEST

Richmond.—The outstanding hit at the first-run houses is "The Dawn Patrol" at the Byrd Theatre. Next in line comes "The Matrimonial Bed" at the National. "Common Clay" is in its second week at the Capitol. Gloria Swanson's "What a Widow" is doing poorly at Loew's, and "The Midnight Mystery," with Betty Compson, is getting a good play at the Bijou. "The Eyes of the World" at the Colonial, appeals to those who like Harold Bell Wright's stories.

Critics commend Richard Barthelmess in "The Dawn Patrol," but Douglas Fairbanks, Jr., cuts into the honors heavily. The picture itself wins high praise.

Lew Cody is praised in "What a Widow," and favorable comment is made on the photography and backgrounds. Miss Swanson's comedy efforts are not appreciated. The Times-Dispatch says:

"Would like to know whether U. A. made Gloria Swanson act in it or whether Miss Swanson made U. A. let her act in it. Whoever made the mistake is putting a tremendous strain on Miss Swanson's public."

Same paper, on "The Matrimonial Bed," comments: "Frank Fay does excellent work, and James Gleason is good. Cast good, including Lilyan Tashman, Florence Eldridge, Marion Byron and Beryl Mercer."

Considerable interest here in coming of Rod La Rocque and Vilma Banky in a stage play, "Cherries Are Ripe." It opens at the Mosque, on Oct. 15.

PRODUCTION NOTES

Gaston Glass has been engaged by First National to play Robert in the French version of "The Bad Man."

●

Boris Karloff will have the role of Galloway in Columbia's production of "The Criminal Code." He played the role on the stage.

●

Bert Roach's first Educational-Christie comedy is in production at Metropolitan. William Watson is directing.

●

Lupito Tovar and Carlos Villar at Universal for the Spanish version of "Dracula." George Melford will direct.

●

Hallam Cooley, Sam Hardy and Tom O'Brien engaged for "Meet the Wife," a two-reeler at Universal.

●

James Hall has been added to the cast of "Millie," a Charles Rogers production to be released through RKO. Rebecca and Silton placed him.

●

Ruth Collier, Inc., announces the addition of Natalie Moorhead to the cast of "Hook, Line and Sinker," the new Wheeler and Woolsey picture for RKO.

●

Al St. John and T. Roy Barnes have been engaged for the cast of Al Rogell's "Aloha," which will be made at the Metropolitan lot in Hawaii.

THE REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager.
Frank T. Pope, News Editor
Ralph K. Blum, General Counsel.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

'APPLEJACK' FINE--'COLLEGE LOVERS' WEAK--'PATH' GOOD

THE LOWDOWN

Perhaps the much-discussed marriage of Joan Bennett and Johnny Considine won't come off after all. It seems there was a broken date—a little "snooping"—and a big discovery. Then Joan left in a huff last week for New York. What she saw must have called for more explaining than even an executive can do. And who's a magician, we ask you?

•

There is one independent producer in town who is a step ahead of the high cost of production. This bright chap is "saving money"—making the players in his sound opera work right on thru the lunch hour, eating sandwiches on the fly between scenes, and knocking out a five reeler in five days.

•

An Indian film promoter-producer came to his studio office Saturday all set for 'big' business, but found it locked up and for rent sign very prominent. He took his two boxes of pencils and may do future business in a tepee in Them Thar Hills.

•

Lita Gray Chaplin, now in the East, has taken a house in Great Neck, L. I. She found the climate around Bronxville too damp—and "chilly."

•

Demands Pay for Hair-Growing Time

All principals now being engaged for "Seas Beneath" at Fox have been instructed by the caster to shave their heads and bask in the sunlight to get the natural tan that will prove them seasoned undersea dogs.

When told this, John Loder refused to sign the contract unless the company guaranteed him five weeks work and pay for two weeks in which to allow the hair to grow back after finishing the picture. This was okay because the company could not find a substitute with less exacting demands.

Good For Draw In Any Theatre

"CAPTAIN APPLEJACK"
Warner Bros.

Directed by.....Hobart Henley
Story by.....Walter Hackett
Dialogue by.....Maude Fulton
Cast: Mary Brian, John Holliday, Kay Strozzi, Arthur Edmund Carew, Alec B. Francis, Claude Allister.

Rollicking comedy-drama presented with those little touches that make a picture different is the picturization of "Captain Applejack." It is a really entertaining film, good for any type of business, with its well-sustained plot embodying thrills and romance. Bordering on the farcical at times, the film hits a lively tempo throughout.

John Holliday's characterization in a dual role, first as the quiet English country gentleman, and then as the roistering pirate, "Captain Applejack," is about perfect. A dual role also falls to the lot of Miss Brian, who continues to develop in an amazing way with each of her new talking efforts. She is delightful as the well bred English girl, and adorable as the pirate's first-mate aboard the brig. Arthur Edmund Carew, first as the Russian, and then as the pirate in the dream sequence, gives a fine characterization and completes the trio of stellar performances.

"Captain Applejack" tells the story of a dignified young Englishman who longs fervently for adventure and high romance, the latter preferably with a princess of the Orient. He also longs to meet and overpower an arch-villain. Through a series of serio-comic happenings he finds himself in possession of a buried treasure, and of a parchment written by his ancestor, the jolly old pirate. Inspired by the romantic idea of pirate blood in his veins, he rises to defend his gold and to discover his real love.

Hobart Henley, who directed the film, has handled the story, which might easily have become a confusing maze with its plots and counter-plots, with judgment and intelligence, injecting charm and color into the entire production. Some very good effects, enhancing the flashbacks wherein the pirate disports himself, have been gained with clever photography.

The dialogue has been turned out in fine style by Maude Fulton, whose familiarity with the stage, both as author and actress, is evident in her work. With so many capable hands to the task, "Captain Applejack" is a first rate picture—not pretentious but thoroughly satisfactory.

•

How's This for Record

New York—The talkie studio of the True Recording Laboratories of America, on Fortieth street, reports that it completed a seven-reel talkie for the Judea Films Inc., in two shooting days.

Touching Appeal

In an effort to kill off the monopoly of the big chain dealers in wet goods, the small, neighborhood bootleggers about Hollywood have gotten together and settled on a slogan, which they hope will do much in stimulating business. The slogan as adopted by a representative group of the dealers is:

"Patronize your neighborhood bootlegger for he is the man who builds up your community."

"COLLEGE LOVERS"
First National

Directed by.....John Adolphi
Screen Play by.....Earl Baldwon
Photographed by.....Frank Kessen
Cast: Marion Nixon, Jack Whiting, Frank McHugh, Guinn Williams, Phyllis Crane.

"College Lovers" is the first of this season's "football" yarns, and, while it contains a few laughs and some very excellent photography, one new angle and a lot of stock shots—it can only rank as fair entertainment.

The whole picture has an amateurish quality which can be attributed mainly to the cast; and secondly, to the childish and ridiculous premise upon which its "climax" is based. If the story concerned itself with high school boys and girls this sort of stuff might be O. K., but—we, nor anyone for that matter, can believe that people of collegiate age act or talk as do the characters in this story.

Two athletic "morons" are in love with the college belle. Each is firmly convinced that she loves him. The girl, however, loves a boy who is not on the team at all; this furnishes the "new angle." During the BIG game she tells the fighting suitors that she is going to marry the third party so that they will stop arguing about her and play real football for dear old whateveritis! Then, (try and feature this) the two players become such pals that, in the final minutes of playing, each tries to argue the other into taking the honor of the winning touchdown,

Pretty feeble material. While there are some very fine football shots, they do not seem to fit in at all times with the action surrounding them, especially with the excitement exhibited by the radio announcer during the game.

The title "College Lovers" may draw, but the picture will undoubtedly be a disappointment to those who like pictures of this kind. If we must have more football pictures (and who says WE MUST?) they should be made to draw people over fifteen years of age to the box office.

Good For Draw In Smaller Places

"THE PRIMROSE PATH"
True Life Production

Presented by.....William Kent
Directed by.....William O'Connor
Cameramen.....
.....Henry Kronjager, Ernest Laszlo
Cast: Helen Foster, John Darrow, Mary Carr, De Witt Jennings, Lane Chandler, Dorothy Granger.

The subtle direction of William O'Connor has kept this from too much moralizing and made it an interesting program picture. It is the same production that was released throughout the East about a year and a half ago. This, however, marks its first Pacific Coast showing.

"The Primrose Path" tells the story of a fast crowd and what happened to the policeman's daughter who ran around with them.

She falls in love with the school football hero, Buck, and has an affair with him. Then, through his mother's interference, she finds herself suspended from school, branded as an immoral girl and threatened with a home for wayward girls. She runs away, leaving her father and a young man on the force who loves her, broken-hearted. Her father is killed by Buck when he interferes with a little petting party in a parked car. The young policeman obtains the necessary evidence and everything is set for an arrest the next morning, plain-clothes men guarding Buck's home in the meantime. Rita, a girl whose relations with Buck are purely platonic, visits him and begs him to marry her, to save her from disgrace.

Meanwhile, our heroine is found, hungry and tired, by a woman. Under pretense of befriending her, she takes her to a brothel instead and keeps her prisoner there. While she is struggling with a man, the police raid the place. Of course, the young policeman, now a detective, finds her there and it all ends happily for her. It would seem that "the wages of sin is death," unless you happen to be the heroine.

Helen Foster looks convincingly young and naive as the schoolgirl. Dorothy Granger and John Darrow deserve special mention for their excellent work as Rita and Buck. Mary Carr as the grandmother and DeWitt Jennings, as the father, are everything their roles require. Lane Chandler is pleasing as "one of the finest."

The only overdrawn characterization is that of Buck's mother, who is unbelievably callous. However, the dialog and not her acting, is at fault.

The small towns will like the idea of "the girl who came back," and the exploitation of the picture as one not recommended for children under sixteen, should further insure SRO signs in the sticks. Sophisticated audiences, however, are apt to feel there's "much ado about nothing."

The Hollywood Reporter DAILY

Vol. 1, No. 20. Price 5c — TODAY'S FILM NEWS TODAY — Tuesday, September 30, 1930

WIDE FILM CONFABS

TRADEVIEWS
by W. R. Wilkerson

Mr. Exhibitor:

This is an open letter to you on the subject of admission prices. I think it's good advice as am sitting in the king's seat out here with my foot in every studio every other day and I know what's going on.

Don't cut your admission price.

Don't even think of it at this time.

I know business has been bad; that every element has worked against you for the past few months, but the sickness of your business will not be remedied by an admission slash, free admissions, guest tickets and any number of other tricks to try and get people in your house.

•

The trouble with your business has been the DIRECT RESULT OF POOR PICTURES. Nothing else but. You know better than I, when you had a good attraction you had plenty of cash customers. Let that be your tip off, now and forever.

I have been looking at the new pictures out here in Hollywood for the past month and take this from me, you are going to get a lot of good pictures during the next three months. Plenty of them. Gobs of them. And if you give in to the temptation of slashing admission prices or getting your patrons in the habit of using guest tickets, etc. etc., you will have a H——! of a time pushing your box office fare back to where it should be with the good material you will have for their entertainment.

•

Stop giving away free admissions in any form. It makes pass moochers out of cash customers. Don't permit yourself to become inveigled into too many exploitation schemes that will permit free entrance of regular patrons to your house.

You have something to sell. Sell it to them, don't give it away.

And put this on your cuff, you will have more to offer in way of entertainment during the next three months than you have ever had before.

Keep that admission price up.

Don't weaken now—good times will be back with you very shortly.

Sessions Now Being Held In New York By The Leading Producers To Reach Solution That Exhibs Will Approve

New York—With wide film now the center of discussion in both producing and exhibiting circles, an important showing of a new patent, designed at the Stern Film Laboratories, was given here yesterday before a group of film leaders, including Adolph Zukor, Harry Warner, Carl Laemmle, Joseph M. Schenck and Will Hays.

The Stern laboratory experts say the new process will eliminate the necessity of using wide film in photographing or projecting and will reduce granulation to a minimum in magnifying the 35mm. film to a screen twice as large as the present standard.

The new invention will provide for the sound track on the side of the film without having to mat out that part of the screen where the track

(Continued on Page 3)

Good Times Note

A Reporter representative last night met a screen actor who said he was starting a picture this week. An offer to run a note about it met with this reply:

"Better not. It's my first job in months and, if you say anything about it, all the collectors will be on my trail."

Illinois Indies Reject Zone Plan

New York—Aaron Saperstein, head of the Illinois Independent Exhibitors, is understood to have rejected the zoning agreement to which he consented in Chicago last Friday.

This agreement was reached at a meeting attended by representatives of forty circuits and independents. Charles Pettijohn attended the meeting, representing the Hays office, and on his return, expressed himself as satisfied with the agreement.

•

"U" Wants to Make "Smiling Thru"

Hearing that United Artists has abandoned plans to reproduce "Smiling Thru" as a talker, Universal is reported to be negotiating with Joseph M. Schenck by wire for right to film the story.

•

Para. Plans for Shorts

New York—Paramount announces that its programme of shorts for the season of 1930-31 will include one hundred and fifty one-reelers and twenty-six two-reelers.

CHRISTIES ANNOUNCE A NEW $10,000,000 CONCERN

Plans for expansion and re-financing, involving a stock issue of $10,000,000, were announced yesterday by the Christie Film Company. The plans entail the incorporation of a new company, to be known as the Metropolitan-Christie Pictures Corporation, with a charter under the Delaware laws. George W. Bowles, who was recently elected vice-president of the Christie Film Company, in charge of exploitation, is the

(Continued on Page 3)

French Flyers In Studio Mix-Up

Coste and Belonte, the two present heroes of the Atlantic flight are said to have displayed a bit of French temperament at the Paramount studios when they crashed the camera of a photographer who was trying to work a mugging session to make their visit to that studio one that could be remembered.

The French Consul claims the flyers came here on a 'Good-Will' tour with

(Continued on Page 3)

•

Olive Borden to Stage

Olive Borden is now en route to New York to join the Shuberts. She has been engaged for Stock in an effort to develop her for Broadway stardom.

L. A. THEATRES DOING WELL

Business at the large Los Angeles houses for the week was very encouraging.

Loew's State, with "The Sea Wolf," did excellent business, the week's receipts approximating $23,000.

Pantages, playing "The Call of the Flesh," was off a bit from the previous week, but ran around $13,500.

The Criterion had "Madame Satan," the first week of its run, and the turnstiles clicked to $17,500.

At the Carthay Circle, "Holiday" rounded out its seventh week to the tune of $9,100. In the statement of receipts of this house last week, the Hollywood Reporter, through a typographical error, did the theatre an injustice. The receipts were $9,842 for that week.

•

Ben Lyon Treated To Prevent Rabies

Ben Lyon is now undergoing medical treatments as a prevention against rabies. Considering it to be simply a safety measure, the actor has no reason for taking the treatments other than that his pet dog had a mix-up with an alley dog afflicted with the rabies.

MAX STEINER

Musical Director
"HALF SHOT AT SUNRISE"
Paul Sloane, Director

N.W. Exhibs Go After Chains

Minneapolis.—One of the best attended and most fiery meetings ever held by the Northwest Theatre Owners organization came to a close after a one-day session.

The meeting was termed a Special Protection Convention and the assembled crowd was knocked off its feet ten minutes after the meeting opened by the resignation of Mark Miller, its president, who gave as his reason the heavy expense required of the position. Bennie Berger, of Minneapolis, was elected to fill his unexpired term.

The protection plan was ruled out after a hot debate. Exhibitors demanded a re-zoning of Minneapolis, and a resolution was adopted to carry the protection matter to court. $1000 was subscribed to carry on this battle.

Groping for a weapon to fight chains, the meeting rejected any plan to help the chains fight for a lower state admission tax, or to kill the local censorship, considering it as a producers' problem solely.

They further resolved to demand an automatic release of any zoning protection so that if Publix and RKO do not keep playing pictures as they are released, they will not be permitted playing time and will lose their protection.

•

Mayfair Opens Nov. 1

New York—When R-K-O opens the remodeled Columbia Theatre on November 1, the house will be known as the Mayfair.

•

New Christie Firm

(Continued from Page 1)

mouthpiece of the new organization.

The new company will take over the Metropolitan Sound Studios Inc., the Studio City properties controlled by the Christies, and a certain stock interest in the Christie Film Company. The Studio City properties will provide for future building and expansion.

The Metropolitan Sound Studios, located on Las Palmas and Romaine Streets, Hollywood, cover an area equal to almost four city blocks in the heart of Hollywood. At Metropolitan are located such producers as Harold Lloyd; Howard Hughes, Caddo Company, which produced "Hell's Angels"; M. H. Hoffman and the Halperin Brothers, producing under the name of Liberty Productions; Sono Art Productions; Al Rogell Productions, Ltd.; Christie Film Company; Brown & Nagel Productions; Robert C. Bruce; Cliff Broughton Productions; Phil Ryan Productions; Edward Small Productions; Craig Hutchinson Productions; Educational-Christie Comedies and Douglas Dawson Productions.

The property now occupied by the Christie Film Company located at 6625 Romaine Street, is also included in the transaction.

Charles H. Christie is president of the new company. William S. Holman, now General Manager of Metropolitan Sound Studios, will continue in the capacity of General Manager in the new company.

Franco-German Accord Shelved

Paris.—The proposed motion picture accord between France and Germany, which aroused stormy protest from American film producers, has been shelved for the time being.

The Cinema Control Commission has appointed a committee to study the details of the proposed agreement and to look into the alleged grievances of the Americans. The American protest was based on the allegation that the accord favored Germany too much.

•

Fox Requests Radio Channels

Washington.—The Fox Film Corporation has asked the Federal Radio Commission to assign it two channels for communication between the central studios and companies on location.

Saul Rodgers, general counsel for the petitioners, said that the company's experience had shown that the use of this means of communication would result in great saving of time and money.

HONEYMOON LANE

Dixie Lee, Fox contract player was married to "Bing" Crosby, member of the Gus Arnheim orchestra, yesterday at the Church of the Blessed Sacrament in Hollywood.

Miss Lee used the name of Wilma Wyatt at the marriage license bureau, which also accounts for the church not being filled to capacity for the ceremonies.

•

"Her Man" Opens Oct. 3

New York—"Her Man," the special of which Pathe expects great things, will open at the Globe Theatre October 3.

•

Wide Film Solution

(Continued from Page 1)

is obvious, and will mean much to the small town exhibitor who can give the wide film effect by merely attaching a larger-sized lens to the projector for the additional throw.

Heretofore this, as explained at the last meeting the Technicians' branch of the Academy of Motion Picture Arts and Sciences, could only be practical in the event someone discovers a process that will eleminate granulation. This new process is claimed to have been discovered by the Stern Laboratories and is looked upon by many who attended the demonstration as the only salvation against use of wide film.

A meeting has been set for next week among the production officials who attended to discuss further action and to try to come to some general agreement on establishing a standard. At present there are more than twelve different and distinct processes of making and projecting large pictures, and most all require expensive equipment for both filming and projection.

Here's a New One

As a means of giving the high-priced actors the run-around, one of the bright independent producers is now practicing a system of calling them to the studio for a test. The high-priced actor goes through the most important business of the story and, with this record on film, the producer calls a much cheaper actor, shows him the test and tells him that is the way he wants the part acted.

This not only saves rehearsal time, but gives the producer a new slant on how the part would be played by a seasoned actor.

French Flyers in Mix-up

(Continued from Page 1)

the strict understanding that they would not pose for any pictures with movie stars or in anyway that might be used for advertising.

On the other hand it is understood that the flyers signed an agreement with a promoter, giving him all the exclusives on photographs and everything else while the flyers were in this country. The French Consul says:

"Coste and Belonte are the same as Mr. Lindbergh. They will not, and should not, pose for pictures to advertise films and hotels."

Film 'Anti-Trust' Cases Up Soon

Washington.—The case of the Famous Players-Lasky Corporation and others on their appeal from a New York state decision, holding it illegal and an undue restraint of trade, is expected to come up in the U. S. Supreme Court in the October term.

The Government appeal in the First National case is also expected to come up for argument in that term.

•

Lon Chaney Left $550,000 Estate

Lon Chaney's will was admitted to probate yesterday. It disposed of an estate estimated at $550,000, the bulk of it going to the widow, who is named executrix.

Chaney's son, brother and sister were provided for through life insurance. John Jeske, Chaney's personal servant, inherits $5000.

•

Ex-Casting Head Held

New York—Harrison W. Wentworth, said to have been in charge of casting for Norma Talmadge some time ago, is to go before the Grand Jury on charges of robbing Arthur S. Friend of $300. He is also accused of taking a typewriter belonging to Edward Olsen and jewelry from Burt L. Standish.

PAUL SLOANE

1. 'THE CUCKOOS'

Introducing Wheeler and Woolsey as Stars

(Louis Sarecky, Associate Producer)

A SMASH HIT!

2. 'HALF SHOT AT SUNRISE'

Breaking Box Office Records

Seattle, Portland, St. Louis—Now Los Angeles!

(Henry Hobart, Associate Producer)

RADIO KNOCK OUTS

Good Wishes to "The REPORTER"

Edmund Goulding

"BROADWAY MELODY"

WRITTEN BY

EDMUND GOULDING

"TRESPASSER" (Swanson)

WRITTEN AND DIRECTED BY

EDMUND GOULDING

"DEVIL'S HOLIDAY" (Carroll)

WRITTEN AND DIRECTED BY

EDMUND GOULDING

Next

"REACHING FOR THE MOON"

Thanks for your good wishes, Mr. Goulding! Your name grows bigger every day.

In the silent field you were always identified with box-office successes. We still remember Gilbert & Garbo in "Love," Barthelmess in "Tol'able David," Murray in "Fascination," etc., etc.

In the new sound medium, by virtue of your long experience in the theatre and on the screen, you are one man who is successfully wedding these two arts.

Our good wishes to you!

W. R. WILKERSON,
"The Reporter."

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

FOX STUDIOS

With five features now in work, Fox is gradually getting back to a normal production basis. Eight features are in the final stages of preparation and may be ready to start any day. Normal production at this plant as proven by the records for the past two years, is an average of eight units working weekly.

The features now in work include:

"ONCE A SINNER"—From an original story by George Middleton, who also wrote the screen treatment and dialog. It is being directed by Guthrie McClintic, with Dorothy Mackaill and Joel McCrea co-featured. Supporting cast has John Halliday, C. Henry Gordon and Ilka Chase. Has been in production since October 9.

"THE SPY"—Formerly known as "Network," from story and dialog by Ernest Pascal, and directed by Berthold Viertel, with Ralph Block as associate producer. Story deals with the Red Revolution of Russia and features Kay Johnson, Neil Hamilton, John Halliday, Freddie Frederick and Milton Holmes. Has been in work since September 30.

"WEEK END WIVES"—Formerly "Shepper-Newfounder"—from the Saturday Evening Post story by Stewart Edward White, is completed except for possible re-takes. Direction by Leo McCarey, screen play and dialog by McCarey and Raymond L. Schrock. Cast has Edmund Lowe, Leila Hyams, Tommy Clifford, Walter McGrail, Louis Payne and Bodil Rosing.

"MAN WHO CAME BACK"—From the stage play by Jules Eckert Goodman, with screen treatment by Maurine Watkins, is being directed by Raoul Walsh, with Charles Farrell and Janet Gaynor co-featured. Supporting cast has Kenneth McKenna, William Holden, Ulric Haupt, Peter Gawthorne and Mary Forbes. Production started October 13.

"SEAS BENEATH"—From an original story by Dudley Nichols and William Collier, Sr. It is being directed by John Ford, with George O'Brien, Marion Lessing, Warren Hymer, Mona Maris, William Collier, Sr., David Rollins, John Loder and Henry Victor in the cast. Started October 16.

Pictures in Preparation

The list of productions in preparation shows eight to be in actual work. There is no definite starting date on any. They are:

"EAST LYNNE"—Now being adapted from the ancient stage play by Tom Barry and Bradley King. Frank Lloyd will direct, with Ann Harding, Clive Brook, Conrad Nagel and J. M. Kerrigan in the cast. Production to start around November 10.

"HOT NUMBERS"—An original musical by the Fox staff, will be directed by Seymour Felix as his first directorial effort on the screen for any company. Cast so far has only Frank Albertson.

"THIS MODERN WORLD"—To be directed by Chandler Sprague, with Warner Baxter starring.

"CONNECTICUT YANKEE"—Taken from the Mark Twain novel and a remake from a Fox feature made several years ago. New version will star Will Rogers and is undergoing a screen treatment by Emmett Flynn, Hayden Talbot and Harlan Thompson. No director set.

"WOMEN OF ALL NATIONS"—From an original idea by Raoul Walsh. Screen treatment is now being worked out by Walter C. Kelly, Basil Woon and William K. Wells. It will co-feature Victor McLaglen and Edmund Lowe, with Walsh directing.

"AXELLE"—An original war story depicting life in a German prison camp, by Pierre Benoit. William K. Howard will direct, under the supervision of John Considine, Jr.

"THREE GIRLS LOST"—An original story by Robert D. Andrews, is now being adapted by Bradley King. Sidney Lanfield will direct.

"LAND RUSH"—From scenario by Emmett Flynn and Hayden Talbot. Dialog by Dudley Nichols. Will feature Victor McLaglen and be directed by Benjamin Stoloff.

Lloyd Film Set Back

Syracuse—The Harold Lloyd picture, "Feet First," scheduled to follow "Laughter" at the Paramount, has been set back indefinitely in favor of "The Virtuous Sin," announced some time ago, but withdrawn.

●

George Landy at MGM

George Landy, former publicity director at First National studios and later with the RKO western division of theatres has been engaged by MGM to write the screen treatment of Zane Grey's novel, "Guadalupe."

Silverman Honored

Sime Silverman, owner of Variety, has been honored by theatre heads with the presentation of a gold pass good for every theatre of any importance throughout the world. The move was started by Adolph Zukor and the signature of every major exhibitor in the world appears on the pass.

●

Para. Wants Jean Harlow

It is understood that Paramount is negotiating for the services of Jean Harlow for one picture.

Movies Go to Dogs Dog Goes to Movies

If the movie business has gone to the dogs, why shouldn't the dogs go to the movies? Mrs. A. M. Avery, of Syracuse, saw the MGM dog short, "Who Killed Rover?" and thought her pet, "No, No, Nanette," would enjoy it. So she bought a ticket with the understanding that, if the dog barked, out she went. The pup seemed to enjoy the film and made no audible comment.

Hanff-Metzger Open Branch Office Here

The Hanff-Metzger advertising agency has established offices here to expand the handling of the newspaper advertising for the Paramount-Publix chain of theatres.

From now on all advertising for the southern California district chain of Publix theatres will be handled out of this office, under the supervision of Fred Jordan. The handling of Paramount advertising campaigns by this firm in the East has drawn many favorable comments.

Franklin Chain Near Completion

Harold B. Franklin returned from New York last night. Dispatches from the East state that he is expected to return there about November 10 to complete arrangements for the chain of independent theatres with which his name has been connected recently.

His return to New York is supposed to be for the purpose of settling the financing of the project, but he has made no definite announcement regarding his plans.

●

Milestone Bringing "Front Page" Script

Lewis Milestone is expected to return here the latter part of next month from New York with the completed script for the screen version of "Front Page." Howard Hughes will sit tight in his present quarters at Metropolitan studios until Milestone arrives before moving over to his new quarters on the United Artists' lot.

Production on "Front Page" will not start much before January 1.

THE HOLLYWOOD REPORTER

TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

-----Use This Blank and Mail to-------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....

Address.....

City.....

Occupation.....

PRODUCTION NOTES

Thelma Todd started work today in the Paramount production, "No Limit," starring Clara Bow. Miss Todd will portray a character alleged to be based on Peggy Joyce.

●

John P. Medbury, humorist, has been added to the staff at MGM. He will write gags.

●

Molly O'Day has been signed by Universal for the serial, "Heroes Of The Flames," a Henry McRae production. Robert Hill will direct.

●

Howard Higgin has completed shooting on "The Painted Desert" for Pathe. This just about finishes up production on that lot.

●

Director Louis King has engaged Tenney Wright as unit production manager on "Vengeance," a Columbia picture, starring Buck Jones.

●

Don Terry added to cast of "The Leather Pusher" series at Universal.

●

Moon Carroll, young English actress, has been engaged for the cast of "Dracula," which is being directed by Tod Browning for Universal.

●

Fred Newmeyer has been signed to direct "Subway Express" at Columbia. Al Rosen placed him.

●

Pat Harrigan has been engaged for a role in "The Criminal Code" at Columbia. Bill and Sabil Dunn placed him.

●

Charles King has been assigned the part of "The Fox" in "The Midnight Stage" at Tiffany. Ken Maynard is starred, with Bill Nigh directing.

●

Pathe Very Quiet

Pathe studios are inactive for the first time in six months, insofar as actual production of pictures is concerned.

All studio workers other than those under contract have been let out, leaving all contract people to concentrate on preparation of stories for future productions, which will begin within the next month.

●

Phil Reisman Coming

New York—Phil Reisman, general sales manager for Universal, is to leave soon for a tour of the exchanges and a visit to the studios.

●

Move to Cut Admission

(Continued from Page 1)

profits when an outstanding picture is shown.

Most of the price-cutting up to this time has been by the smaller houses and independents in the big towns. Chain-owned houses, other than in isolated cases, have put thumbs down on such a proposal, but with the continued sock on the nose and pocketbook week after week, they are willing to listen to anything that will take the houses out of the red. The thing can only last so long, and it has gone quite a distance now, with the operators turning in every direction to make up deficits.

SYRACUSE and ST. PAUL

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

SYRACUSE

"LAUGHTER"

Paramount Theatre

Journal: This sort of drama everlastingly clicks. There are comedy moments, light, pleasant and breezy, but there's a dramatic punch that goes over big with the cash customers.

Herald: Adroitly designed to amuse two classes of fans. Certain contender for 'best ten' honors.

Post-Standard: You'll like "Laughter."

"CHECK AND DOUBLE CHECK"

Keith's Theatre

American: In great waves of chuckles and laughter the play swept over the audience. It's pretty difficult to say just where the biggest laugh comes in.

Post-Standard: Cheers and more cheers. Amos 'n' Andy are just as funny on the screen as over the radio. The kids will love their antics and the old folks will be just as amused.

Herald: As mass amusement it is sure-fire. Amos 'n' Andy make it so.

"UP THE RIVER"

Fox-Eckel Theatre

Post-Standard: Genuine 14-karat laughs engendered by this picture come as something of a shock to those of us who have grown accustomed to the grim horror of prison life.

American: Kidding the penitentiary and prisons is great sport. They do it to the taste of the crowd.

"THOSE THREE FRENCH GIRLS"

Loew's Theatre

Herald: It unwinds with such verve that the most confirmed dislike for lighter forms of entertainment is at least checked. It is scintillating, vivacious and entirely captivating.

Post-Standard: Amusing in a decidedly unusual way.

American: Here is a breezy farce, so nonsensical that it would make an old-time dyspeptic forget his indigestion.

"MAYBE IT'S LOVE

Strand Theatre

Herald: Is very amusing, if light, and has that popular air by the same name as theme song.

Journal: Of all the football screen plays, you probably haven't seen one that had more to it in the game line.

Post-Standard: Breezy comedy romance with a realistic gridiron exhibition of a real All-American aggregation.

ST. PAUL

"OFFICE WIFE"

Paramount Theatre

Daily News: Pleasantly comic melodrama. It was obvious that things were sure to come right in the end.

"LET'S GO NATIVE"

Riviera Theatre

Daily News: Just misses being extravagant nonsense of the highest order, but, even so, it should provide a reasonable share of amusement.

"BIG BOY"

Tower Theatre

Daily News: For the first time, the screen has captured all of the Jolson mirth.

Lone Indie House to Buck 5 Chains

Syracuse—Tossing his hat into the Syracuse theatre ring, now controlled by the five major chains, Charles Sesonske, an old-time manager, will open the Empire as an independent house, playing first runs and vaudeville.

Sesonske probably will charge 40 cents top, although the Muriel Amusement Company has been unable to put the house over at 20 cents. He will play four-a-day and stress the stage shows. The house has been done over and Western Electric sound equipment installed. Also there will be a ten-piece orchestra.

●

Anniversary for C. B.

C. B. De Mille expects to get into production with "The Squaw Man" by December 12, which will be exactly 17 years from the day he started production on the silent version of the picture for Paramount.

●

Millions Rental Loss

New York—It is estimated that about $16,000,000 reductions in film rentals were made during 1929, with 3500 exhibitors receiving adjustments on their exhibition contracts.

●

Trade Paper Merger Near

(Continued from Page 1)

coast in the form of a daily.

Arthur James is said to have received $200,000 in stock in the new holding company for his interests in the Daily Review, plus a five-year contract at $15,000 a year. James Cron, advertising manager of the Review, also gets a five-year contract at the same figure.

The Quigley plan is to go to all producers and submit a blanket contract for space in all four publications.

Martin Quigley today told the Hollywood Reporter that "the story is not true" when asked about the report that the Exhibitors Herald-World is joining in the purported holding company.

●

Big 4 will start "Hell's Valley," featuring Wally Wales under the direction of Al Nietz, Monday at Universal, where it leases space.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Jack Carlyle
in "FIGHTING CARAVANS"
Paramount

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

THE DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Weigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

"CHECK and Double Check" is yesterday's news insofar as the production department of Radio Pictures is concerned. Bill LeBaron and his staff have a new love, a new attention, a new (and even greater) enthusiasm. It is "Cimmaron."

There is such a thing as "smelling" a success around a studio. The odor is not comparable to anything else. It is individual and it permeates every crevice of the lot.

THAT odor is extant at the Radio studio in great abundance. Joe Schnitzer has been inhaling its fragrance so long he is going around the lot in a daze. And that's no kidding. Joe can't believe the thing is true. Not that he did not hope for it and expect it, but not with the fragrance that blows from the rushes of the Edna Ferber story.

●

THE whole lot is talking "Cimmaron." We edged Wesley Ruggles into a corner of a set and asked him about the picture. He said: "I'm afraid to talk about it. We have only a few days left in shooting and you will have an opportunity of judging for yourself. Everyone says it's good. I hope it is."

We asked Richard Dix about it. "Rich's" reply was:— "It looks too good to be true. It's the greatest thing I have ever seen, and certainly the best bet I have ever had."

●

WE got Howard Estabrook and Eddie Cronjager under a platform and both of them started to stutter in telling of this scene and another. Lou Sarecky only smiled, and when you catch a supervisor and a business manager smiling, there is something out of the way.

BILL LeBaron has the fidgets and is using his tie pin to give himself a gentle jab every hour of the day.

That Radio gang, whether on or off of "Cimmaron," are riding a wave of success. The whole air around the studio has that feeling. It's catching. It got us. It prompted this tradeview. Maybe the thing has reached you. If not, it will.

'LION & LAMB' ONLY FAIR ROACH COMEDY IS FINE

"THE LION AND THE LAMB"
Columbia

Direction ..... George Seitz
Photography ..... Henry Sharp
Story ..... E. Phillips Oppenheim
Adaptation and Dialog....Matt Tayler
Film Editor.....Gene Milford

Cast: Walter Byron, Carmel Myers, Miriam Seegar, Raymond Hatton, Montagu Love, Sidney Bracy, York Sherwood, Charles Gerrard.

"The Lion and The Lamb" could have been fast-moving and exciting. Instead, it has been directed at so slow a pace that the picture is devoid of suspense.

It's about a gang of criminals in London, called the Lambs, who mistake a young British nobleman for a pickpocket and force him to become one of them, by framing him for murder and robbery. He outwits them by threatening a Lambkin with torture and pretending that he has all the Lambs prisoners, thus getting the crook to sign a confession, vindicating him. The one thrilling moment of the picture comes when the Lambkin, weak from terror, admits having signed the paper, and is led away by some of the gang, presumably to his death. It all turns out well, after a fire, a chase in the rain, and much gun-play.

As has been said above, Mr. Seitz' direction is lacking in spontaneity. The comedy, with the exception of a gag or two, is the dreariest fun we have ever witnessed. The dialog, while not brilliant, or scintillating with wit, will get by.

Walter Byron, as the hero, is pleasing. Miriam Seegar, as the heroine, whose father possesses a valuable diamond coveted by the gang, has little else to do but register either fright or bewilderment. She does both well. Carmel Myers is the niece of the professor, who is the brains of the gang. She is supposed to be an exotic foreigner, a Russian, and, except for an occasional lapse of accent, is convincing. Montagu Love appears as the cruel professor, a character obviously untrue to life. Raymond Hatton, as the hero's American friend, fails to get the laughs his part calls for. Charles Gerrard is magnificent as the crook who is forced to sign the confession.

●

"ANOTHER FINE MESS"
Hal Roach

Direction ..... James Parrott
Dialog ..... H. M. Walker
Film Editor ..... Richard Currier
Photograph ..... Jack Stevens
Featuring ..... Laurel and Hardy

Cast: Thelma Todd, Charles Gerrard, Jimmy Finlayson, Eddie Dunn, Gertrude Sutton and Harry Bernard.

Still another example that proves that Laurel and Hardy are two best bets for the exhibitor.

This time the boys wander into the house of an African explorer, who has just left for another hunting trip and left instructions with his servants to rent his house. The servants leave for the week-end, Laurel and Hardy enter for convenience, and Lord and Lady Clamtree arrive to rent the house. Laurel then plays butler and maid, while Hardy becomes the African explorer. And the picture ends on a good old-fashioned chase when the real owner of the house comes back because he forgot his bow and arrows.

Everything that could possibly be said about these comedians in praise of them has already been written. Suffice it to say that they live up to every word of it, and the material provided in this picture is very good. The supporting cast is excellent, and the direction and dialog help considerably. It's plenty good entertainment for everyone.

THE LOWDOWN

Hollywood portrait No. 3.—He is a young director. He has made two flops and about twenty box-office successes. The company for which he works and in which he has "risen from the ranks" has never given him a big picture to do. A lot of people would like to know why. He has been married three times. He is not happy in or out of the harness. He is soft-spoken and very likeable. He has made a lot of enemies. He is head man of the panners' brigade. He takes himself very seriously. His close friends swear by him. He likes very few. He has a terrific ego, which he is pleased to term an inferiority complex. He has plenty in the bean and a great amount of humor.

●

At a party the other evening a big star's future was being discussed. "Soandso hasn't signed her to a contract yet, has he?" asked one of the guests. "Every night!" shouted another and lapsed back into his coma.

●

We notice by recent advertising matter that Paramount has substituted his real name for the nickname by which one of their young stars has so long been known. Is it because they want to add to his dignity—or is his popularity failing to the extent that they want the public to think he's "two other fellows?"

●

Many an actress who recently "dyed to be blonde" has repented and returned to her more becoming naturalness. One, an ex-star, has made a happy return to her dark tresses, and an ex-musical comedy favorite and a well-known leading lady would do well to follow suit.

Amos 'n' Andy Same Old Story

St. Paul—The Orpheum with "Check and Double Check" is packing them in every minute of the day. The house is giving special morning shows and paring the programme to get quicker audience turo-over. Business unheard-of before.

"The Office Wife" at the Paramount is getting good, steady business. It is better than last week with "Her Wedding Night," but nothing sensational. "Let's Go Native" at the Riviera is doing better than "Raffles" did last week, but nothing to write home about. Al Jolson seems to be about washed up around here and "Big Boy" at the Tower isn't doing much.

Pictures next week are:—Paramount—"Madam Satan"; Orpheum—"Her Man"; Riviera—"What a Widow"; Tower—"Good News."

●

Amos 'n' Andy Picture Leads in Indianapolis

Indianapolis—Amos 'n' Andy in "Check and Double Check" at the Circle was easily the biggest show in town this week. It will be held over.

"The Doorway to Hell," with Lew Ayres, broke the house records for Saturday and Sunday at the Lyric. Six vaudeville acts helped. The Indiana was normal with "Monte Carlo," and the Apollo was fair with "Life of the Party." "What a Widow" did well at the Palace, drawing the women.

Pictures for next week are:—Indiana—"Little Accident"; Circle—"Check and Double Check"; Apollo—"Renegades"; Lyric—"Africa Speaks"; Palace—"Billy the Kid."

●

"Liliom" Worst Flop of the Year in Syracuse

Syracuse—"Liliom," the worst flop of the year, was yanked at the Fox-Eckel, "Scotland Yard" going in to finish the week. The fans gave the picture a razzing, in spite of the fact that Charles Farrell was voted "King of the Talkies" in a local poll last year.

Business at the other houses was bad also. "Du Barry" meant nothing at the State, "Santa Fe Trail" flopped at the Paramount, and "The Office Wife" died as a result of its lurid advance exploitation.

PHOTOCOLOR
— CORPORATION —
1800 El Cerrito Place . . .
. . . . . GRanite 9569

Learn to Dance from Dancers
MOSCONI BROTHERS
Auditions For Stage Talent Every Wednesday at 11 A. M.
Auditions For Children Every Saturday at 11 A. M.
SCHOOL OF STAGE DANCING
6764 HOLLYWOOD BLVD. HOLLYWOOD PHONE H. 5930

The Hollywood Daily Reporter

Vol. 1, No. 43. Price 10c — TODAY'S FILM NEWS TODAY — Friday, October 31, 1930

LOWER ADMISSIONS

Movement On Foot To Cut The Price Of Tickets In Order To Draw Paying Audiences Again

New York—There is a movement on foot to cut the admission prices at theatres showing pictures in almost every section of the country. Fox has started it with the proposal of the 15-cent circuit. Other companies have been talking about the thing for months, but have been unable to arrive at any decision.

It is the impression of the better thinkers of the business that there is nothing wrong with the cash balance in the theatre that good pictures can not cure. These same people will tell you that the public has caught up to the talkies too fast; that producers are lagging behind; that what required years in the old silent days, has taken a very short time with the talkies.

That the depression is general in both big and little towns is easily noticeable. Theatres are running low grosses, only to shoot them up to big

(Continued on Page 3)

London Wild Over "Hell's Angels"

London—"Hell's Angels," opening here October 26, received the greatest ovation ever accorded a film presentation in Europe.

The picture made its debut at the Pavilion theatre before a brilliant and World War aces and British critics. No film ever exhibited on the continent has been as enthusiastically received nor as lavishly praised. The reviewers say:

"Daily Mail, "It will become the rage."

Daily Mirror, "Justifies all that has been said about it."

Daily Express, "Greatest masterpiece of photography the screen has ever seen."

London Times, "A spectacle which in speed, scope and daring has no equal on the screen."

Morning Post, "Far and away the finest achievement of its kind."

Daily Sketch, "The beauty of this epic transcends its sensationalism."

Daily Telegraph, "Realism could go no further."

•

Europe Builds 11,445 Theatres in five Years

London—A survey of the Continental theatre situation shows that 11,445 new houses have been built in Europe in the past five years.

The total number now, according to careful estimates, is 33,870.

•

First Ufa Talkie Here

The Filmarte theatre here will present the first Ufa talking feature to be shown in Hollywood, beginning tonight. Although all dialog is in German, critics claim it is so well-directed that people who do not understand German can follow the story. The title is "Because I Love You."

•

Solons to Talk of Movies

New York—Legislation affecting the motion picture industry will be considered in the legislatures of at least forty-four states early in the coming year. Most of the legislative bodies will consider taxation in some form or other.

Para. Production Plans In East Rearranged

New York—The production plans of Paramount for its Astoria studio have been rearranged and there probably will be lapse of some time before any features go into work there.

Several stories were scheduled to be started at that studio during the next month, and no announcement has been made as to whether they will be delayed or whether they will be transferred to the Hollywood studio. From present indications there will be no feature production in Astoria until about February 1.

•

Wm. Powell To Star In 'Death Takes A Holiday'

Paramount having run into trouble with the adaptation of the Octavus Roy Cohen story, "Alias Mrs. Wallace," intended for William Powell, it has decided to star him in "Death Takes A Holiday."

Richard Wallace will direct, but no cast announcements have been made.

•

"Lincoln" Closes In N. Y.

New York—"Abraham Lincoln" will close its engagement at the Central Sunday night.

Para. Borrows McLaglen for Gary Cooper Role

Paramount has borrowed Victor McLaglen from Fox to play opposite Marlene Dietrich in "Dishonored." Gary Cooper was to have had the role, but won't be through with "Fighting Caravans" in time.

•

Theatres Help Needy

Detroit—Theatres in the Allied States unit are aiding the move for employment relief by contributing ten per cent of one night's receipts each week to the fund which the city is distributing to needy persons.

MGM Heads Will Meet Next Week

With Arthur Loew and Felix Feist already on the ground and Nicholas Schenck, J. Robert Rubin and Howard Dietz leaving New York Tuesday, the Metro-Goldwyn-Mayer clan will go into executive session the latter part of next week to determine the policy of production for the next six months.

The Eastern studio proposition and foreign production will be definitely determined, and there is also the matter of producing stage shows that will be given plenty of conversation at these confabs.

•

Urge Arbitration of Checker Fight

New York—The bulk of the distributors and exhibitors here are in favor of arbitration of the quarrel over the Federated Checker system, which the producers are trying to install.

A meeting will be called shortly in an effort to get the warring elements together.

•

"Big House" Held Over

New York—The Capitol is holding "The Big House" for a second week, instead of putting in "A Lady's Morals," as announced.

TRADE PAPER MERGER IS ALMOST COMPLETED

New York—The general impression around film row is that the trade paper merger being engineered by Martin Quigley is about completed, with the Quigley organization in some kind of control of the Motion Picture News and the Exhibitors Daily Review.

The idea of the merger is based on a single control of the three papers, with the present executive staffs of each being taken over and the present names of the publications retained.

The Herald-World and the News will be printed and released from Chicago. The Daily Review is to remain in New York and another publication is to be added on the West

(Continued on Page 3)

Director Craft Resigns

William J. Craft, for many years a director at Universal, has resigned. His last picture was "The Little Accident." He has announced no plans for the future, intending to take a long vacation first.

•

Zanuck Returns Today

Daryl Zanuck, production head of the Warner studio, returns today from a hunting trip in Canada.

•

RKO President Coming

New York—Hiram Brown, president of RKO, is leaving for Hollywood on Saturday.

CAMERA ANGLES? In "Paris Bound" and "This Thing Called Love" RICHARD BOLESLAVSKY contributed sequences praised by critics everywhere for their unique camera conception.

THE Hollywood DAILY REPORTER

Vol. 1, No. 42. Price 10c — TODAY'S FILM NEWS TODAY — Thursday, October 30, 1930

EXHIBS DEMAND CUTS

Insist Rentals Are Too High and Must Be Adjusted. Sales Heads Want All Negative Costs Cut

New York—Distributing executives in every major organization are flooded with exhibitor demands for adjustments on old contracts signed some months ago and with further insistence that film rentals must be cut in half.

The sales heads, realizing the justice of most of these demands, are pleading with production execs to slash negative costs to conform with the exhibitor's pocketbook.

The big chain-owned houses are being hit a terrific blow by business depression and realize also that costs in every department must be reduced to meet the change of affairs.

A very prominent mid-western exhibitor now in New York is authority

(Continued on Page 3)

Fox Pays As Rogers Plays For The Chest

Will Rogers opens a week's personal appearance engagement at Loew's State tomorrow. He will receive a salary of $12,500 for the seven days, with every additional dollar over the house nut. The nut, during the coming week, will amount to around $38,000.

Every dime that Rogers receives for this engagement will go to the Community Chest as the Will Rogers' contribution.

"Lightnin'" Goes To Carthay Nov. 22

The new Will Rogers picture, "Lightnin'," will follow "Just Imagine" into the Carthay Circle in three weeks.

Albert Lasker Will Build Free Theatre

Chicago—With a policy of free admission, a theatre costing $100,000, is to be built here.

The philanthropist is Albert Lasker, president of Lord, Thomas and Logan, and the plan is the realization of a desire of many years.

Paramount Tries Out Television in Paris

Paris—Paramount is trying the photographing and broadcasting of a picture by television. The picture is "Devil's Holiday," done in Polish. Richard Ordynski is making it.

Faith in "Morocco"

Certain executives around the Paramount lot, with more or less of an ambitious gambling spirit, are laying bets of 10 to 4 that "Morocco" will run at least 20 weeks at the Chinese theatre.

Pangborn With Pathe

Pathe is to do a series of comedies, featuring Franklin Pangborn. Monte Carter is working on one story for him, and Fred Guiol and Arch Heath are developing another.

On Broadway Next Week

Capitol, "A Lady's Morals," new.
Roxy, "The Big Trail."
Warners, "Outward Bound."
Strand, "Doorway To Hell," (new).
Winter Garden, "Office Wife."
Hollywood, "Kismet."
Astor, "War Nurse."
Globe, "East Is West," new.
Rialto, "Feet First," (new).
Rivoli, "Du Barry," (new).
Paramount, "Playboy of Paris," (new).
Central, "Abraham Lincoln."
Criterion-Gaiety, "Hell's Angels."
Mayfair, "Check and Double Check," (new).

AMOS 'N' ANDY L. A. SMASH OTHER HOUSES VERY BAD

Amos 'n' Andy arrived at the local Orpheum and sent the gross for the week above all previous figures. The picture opened strong and held a fast pace throughout the week.

The previous house record was $31,000, with gross for the past week $33,200, which is business in any man's country.

Just the reverse of this was the business done at the Pantages. As a matter of fact, every house in town, with the exception of the Egyptian and Boulevard, did less than average.

CARTHAY CIRCLE. In the fourth week "Just Imagine" (Fox) will play to a bit less than $14,000. Not good business for this house. Three weeks more to go with "Lightnin" to follow.

CHINESE. "Big Trail" (Fox) in the fifth week will show a better gross than the week before with $17,800. In for another month with "Morocco" coming.

LOEW'S STATE. Played "Love in the Rough" (MGM) doing a losing week's business at $22,500. "Lilliom" the next attraction with personal appearance of Will Rogers.

CRITERION. (Week ending 28th) the gross was $9,100 in the second

(Continued on Page 3)

Schulberg Leaves N. Y. Friday for Hollywood

New York—B. P. Schulberg, Paramount production head, is leaving New York Friday for Hollywood. When he left Hollywood less than three weeks ago, it was said that he would remain in the East at least six weeks to help in the reorganization of the Long Island studios of Paramount.

It is believed that his early return has some relation to the production economies that are being discussed by many producing companies.

Fox Planning to Open Chain of Cheap Houses

New York—Fox is planning to start a new division of the Fox theatres which will be of ten and fifteen cent houses.

Executives are now conducting surveys to decide on houses which may come into this classification.

Newsreel House in Berlin

New York—According to information received here, a newsreel theatre will be opened in Berlin November 1.

Big Equipment Merger Deal On

New York—Fifteen big air and engineering companies are combining in a $15,000,000 deal to start a world-wide campaign of heating and ventilating activities. It is regarded as the greatest theatre equipment combination since the General Theatre Equipment amalgamation.

The companies in the deal include the Carrier Engineering Company of Newark; the Brunswick-Kroeschell, of New Brunswick, New Jersey, and Chicago; and the York Heating and Ventilating Corporation of Philadelphia. R. A. Kroeschell and A. C. Buensod will jointly head the theatre division in the new corporation.

Pathe Will Release Three Specials In Nov.

Three of the twenty specials being made by Pathe will be released in November, according to President E. B. Derr.

"Sin Takes A Holiday," starring Constance Bennett, is set for release on November 10. "The Painted Desert" will be ready for November 20, and "Beyond Victory" on November 30.

"East is West" Banned

Chicago—The Chicago censors have banned "East is West" from the screen in this city because of the mixture of white and yellow races shown in the picture.

ZIEGFELD, Janney, Gest, Reinhardt— are men for whom RICHARD BOLESLAVSKY has successfully directed important productions.

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741
New York office No. 58 West 45th Street
J. A. Milligan, New York Manager
Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.
Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

Efficiency!

One of the clamptite studios on the coast, paying more attention to studio leaks in news than to the making of pictures, had one of its efficient stool pigeons spot a janitor looking over telegrams while emptying the waste basket of the chief executive's office.

The stool reported the incident, with the result that the janitor was given his final pay check when he reported for work the next night. When inquiring why he was fired, the head janitor found out the man couldn't read a word of English, so he re-instated him.

William de Mille and Wife Leaving for N. Y.

William de Mille, who completed his directorial contract with Metro-Goldwyn-Mayer several months ago, but remained to make "Passion Flower," is leaving for New York this week, accompanied by Mrs. de Mille, who is known to films as Clara Beranger, screen playwright.

His departure marks his first vacation in three years. Miss Beranger, will supervise the production of her play in New York this season.

●

Re-write Powell Yarn

Zoe Akins has been assigned by Paramount to do some rewrite work on "Buy Your Woman." Rehearsals on this picture, which will be William Powell's next, have been called off until the script is bettered.

●

"Ladies' Man" Postponed

"Ladies' Man," the picture that will take Paul Lukas to New York, has been temporarily postponed because of lack of sound stages at Paramount Astoria. Lukas is still finishing up on "The Right To Love."

●

Tiffany Switches Mgrs.

Philadelphia—Harry S. Brown, formerly Tiffany exchange manager in Washington, has taken charge of the branch here, succeeding Al Blofson. The latter was sent to New York to succeed Phil Meyers.

TRADEVIEWS
by W. R. Wilkerson

An Open Letter to William Randolph Hearst

DEAR Mr. Hearst:

As owner of Cosmopolitan Productions, you are the head of one of the finest units making motion pictures today. You have other heavy financial interests in the picture industry. Your investment in the business is perhaps more than that of any other one individual. Accordingly, our great industry looks upon you as part and parcel of it, as one of its leaders, as one of the persons to whom its welfare is a matter of great import, both sentimentally and financially.

You are also the owner of the greatest chain of newspapers in the United States, or in the world. The Hearst papers have always stood for morality, for the moral uplift of the people as a whole.

●

NIGHT before last, in a club on Beverly Boulevard in Los Angeles, there was a disgraceful brawl. Two of the participants were motion picture actors, one of them also a producer. Such personalities in such an affair must necessarily reflect discredit on the motion picture industry as a whole.

And yet, one of your papers, the Los Angeles Herald, spread this news across its front page in heavy type, giving every detail its reporters could obtain about the fight. It told its thousands of readers that two men, prominent in the industry in which you have such great interests, disgraced themselves and their profession. If the combatants had been business men or members of almost any other profession, a story undoubtedly would have appeared, but certainly it would not have been given the prominence accorded this one, simply because the men involved were picture people.

●

WE mention this case because of its recent happening. Others have been treated in like manner, time and time again.

The worst offenders in this practice, a practice that is hurting the very foundation of motion pictures, are the Hearst papers. Your publications hustle more picture scandals than all other papers combined, and give them more space, always with "war type" heads, and these scandals are not worthy of the space or the heads.

It is, of course, unfortunate for the motion picture players that they are so well known to the public that everything they do is of interest, but does this justify the aggrandizement of news which militates against them and against the industry that they represent?

●

ON the editorial page of the Herald, on the same day that the brawl was spread across the front page, was an editorial, headed: "Discredit All Scandal." One paragraph states:

"It is always wise to beware of any man or woman who speaks ill of those in the home town or immediate neighborhood."

Certainly the picture business is your "home town" and "immediate neighborhood." What was said in the editorial has been said before, many years ago, in an aphorism about "fouling your own nest." Cannot the picture business and the people in it get the same treatment from the newspapers, no better no worse, as people in other lines of business?

Wide Screen in France

Paris—Leon Brezillon, president of the French Exhibitors Association, is erecting a large hall in the La Villette district of Paris, equipped to present sound films on the wide screen. The project is being financed by the new Societe Secretan Palace, with a capital of 4,000,000 francs.

●

N. Y. Playwright Due

Bernard Shubert, New York playwright, is coming here to supervise the staging of his new play, "Fish Got To Swim," as the third production to be staged at the Mason by RKO.

Paul Snell Is Buying

It isn't often that a newspaper man who has an exclusive will give it away to other papers, but that's what Paul Snell, of the Paramount publicity department, did yesterday. The exclusive was a baby daughter, born night before last at the California Lutheran Hospital, and Paul just couldn't keep the news bottled up.

●

Dinner for Kaplan

New York—The Kaplan Projection Society and Local 306, of which he is president, will give him a dinner and dance at the Commodore Hotel on November 1.

THANKS

H. M. WARNER

for your subscription.

Also

Blair Theatre Enterprises, Bellville, Kansas

Music Staff Men Returning East

Irving Talbot, one of the staff musical conductors at the Paramount studios, has been sent to New York, where he will join the music department of the Paramount-Publix theatres. It is not decided yet just what his theatre duties will be, but it is understood he will be assigned to direct the orchestra of a major Publix house somewhere in the East.

This is but a forerunner of the return of studio staff musicians now under contract and stationed at the studio. Others are expected to follow as soon as the theatre end can make room for them.

●

Last of the Warner Song Writers Leaves

Arthur Franklin, "Last of the Mohicans" in the music ranks of the Warner-First National group, has packed his bag and left to join the other contract staff music writers in New York.

While here, Franklin functioned as Bobby Crawford's executive assistant. He remained here to clean up loose ends after all members of the staff had been recalled to concentrate their activity in the East, where future Warner musicals are to be made.

●

Para. After Check Passer

Stating that it has no one in its employ by the name of J. J. Sherwood, Paramount-Publix has sent out letters to prominent business people, warning them to be on the lookout for the prerson presenting checks with the Paramount Publix trade mark against the Security-First National Bank, Hollywood.

A number of spurious checks have cropped up in New England, where police and other authorities have been advised to be awake in the event the culprit shows up again.

●

New Spanish Co. Formed

Under the name of Spanish Talking Pictures Corp., a new company will produce a number of original Spanish productions in Hollywood, with Frank Dreher, appearing in "Once in a Lifetime" on Broadway, to head the cast.

While no definite announcement has been made, it is believed that Sono-Art may distribute the product in the United States. A deal for handling the film through the exchanges is now under way, it is said.

●

Para. Delays "Co-ed"

Production on "Confession Of A Co-ed" is being postponed. It is more than probable that Mary Brian, who will have the lead, will remain in the East to make another picture at the Paramount Astoria lot before she returns to Hollywood. "Confessions" will be started around the first of the year.

●

Fay Wray to Fox

Fox has borrowed Fay Wray from Paramount for one of the femme leads in "The Land Rush," to be directed by Ben Stoloff.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

UNIVERSAL STUDIOS

This plant has five English features and one foreign version in work or preparation with two short subjects.

Aside from the English version of "Boudoir Diplomat," now being prepared to be converted into a special, there are three foreign versions of it in preparation.

English Features Now in Work

"RESURRECTION"—Directed by Edwin Carewe. Co-featuring John Boles and Lupe Velez. Story by Leo Tolstoy. Screen adaptation and dialog by Finis Fox. Music by Dimitri Tiomkin. E. M. Asher, Associate Producer. Produced by Carl Laemmle, Jr.

"DRACULA"—Directed by Tod Browning. Featuring Bela Lugosi, Helen Chandler, David Manners, Edward Van Sloan, Dwight Frye and others. Story and play by Bram Stoker. Script by Garrett Fort and Tod Browning. E. M. Asher, Associate Producer.

"THE MODERN WIFE"—Directed by Hobart Henley. Featuring Genevieve Tobin and Conrad Nagel. From "Half Gods," a play by Sidney Howard. Script and dialog by Gladys Lehman. In supporting cast Zasu Pitts, Monroe Owsley, Lee Moran.

Pictures in Preparation

"MANY A SLIP"—Directed by Vin Moore. Featuring Lewis Ayres. Balance of cast to be selected. Story by Edith Fitzgerald. Screen play and added dialog by Gladys Lehman.

"FIRES OF YOUTH"—Directed by Monta Bell. Original screen play by Monta Bell. Featuring Lewis Ayres. Balance of cast to be selected.

Foreign Versions Now Being Filmed

"DRACULA"—(Spanish version) Directed by George Melford. Featuring Carlos Villar and Lupita Tovar. Screen play and dialog by B. Fernandez Cue. Story by Bram Stoker.

Foreign Versions in Preparation

"THE BOUDOIR DIPLOMAT"—(German) Story and play by Rudolf Lothar and Fritz Gottwald. Directed by Ernst Laemmle. Screen play by Dr. E. E. Redlich. Featuring Johannes Riemann, Olga Tschechova and Tala Birrell.

(French) Directed by Marcel de Sano. Screen play by Andre Deterling. Featuring Arlette Marchal, Ivan Petrovitch and Tania Fedor.

(Spanish) Directed by Arthur Gregor. Screen play by B. Fernandez Cue. Featuring Celia Montalvan, Fausta Rocha and Amelia Senisterra.

Short Subjects in Production

THE LEATHER PUSHERS No. 8—Featuring Kane Richmond. Directed by Albert Kelley. Story by H. C. Witwer. Screen play by Douglas Z. Doty.

SLIM SUMMERVILLE COMEDY No. 5—Featuring Slim Summerville with Eddie Gribbon. Directed by Harry Edwards. Story by Frank Mulhauser.

Foreigns in Work At "U" In 8-Hour Shifts

Foreign versions are now being filmed at Universal on virtually eight-hour-a-day shifts. The French version consumes the first eight hours; then the company 'knocks off' to permit the German company to use the same set, and this is followed by an eight-hour or so session by the Spanish contingent.

This procedure is due to a desire to eliminate necessity of re-setting scenes.

Contract For Cromwell

Richard Cromwell, who was unknown to screen work until he was signed by Columbia for "Tol'able David," has been given a contract as a result of his work in that picture.

Genevieve Tobin Is Knocked Out On Set

Genevieve Tobin was knocked out twice while working in the fight scene in "The Modern Wife" at Universal. The first time she fell down a flight of steps and landed on her head. She was unconscious ten minutes.

The scene was shot several times after she recovered and, at the last shooting, Conrad Nagel, playing opposite Miss Tobin, forgot to "pull the punch" and she went down for the count again.

Littlefield At Para.

Lucien Littlefield has been assigned a role in George Bancroft's latest starring picture for Paramount, "Scandal Sheet." Regis Toomey will also have a part.

PRODUCTION NOTES

Ralph Block has been assigned to produce "The Cisco Kid" for Fox, with Warner Baxter and Edmund Lowe co-featured.

George Irving engaged for "The Modern Wife," which Hobart Henley is doing for Universal.

George Green, song composer, has been made assistant director of "The Painted Desert," Bill Boyd's current picture for Pathe.

Patsy O'Byrne has been signed for a role in Daphne Pollard's second Pathe comedy, "Dangerous Youth." Ray Cooke is also in the cast.

Zasu Pitts, Slim Summerville and Roscoe Karns have been added to the cast of "Many a Slip" at Universal. Vin Moore is directing.

Josephine Velez, sister of Lupe, has joined the cast of "Dracula," which Tod Browning is directing at Universal.

"Free Love" has been chosen as the title of the screen version of Sidney Howard's play, "Half Gods." The last title was "The Modern Wife."

Leila Karnelly, Russian actress, has been engaged by Fox for the cast of "Once A Sinner."

Dorothy Christy has been signed by Universal to play the role of a demi-mondaine in "The Modern Wife."

Suit Against MGM Is Threatened

Edwin W. Clark, inventor, announced yesterday that he would bring injunction proceedings against Metro-Goldwyn-Mayer to restrain the showing of that company's first wide screen picture unless an accounting of profits is made to him and his partner, Charles M. Richter, of New York.

Mr. Clark declares his process is protected by two patents, granted in March, 1921, and in September, 1922. He further asserts that he demonstrated it to MGM officials about a year ago, and that they offered him terms for its use, which he refused.

Pathe's New Music Head

Dr. Francis Gromon, graduate of the Royal Conservatory of Music in Budapest and operatic conductor of international note, has been appointed director-general of music for Pathe. Dr. Gromon succeeds the late Josiah Zuro, whose recent death put an end to a brilliant career.

Paul Porcasi will work in the French version of "Jenny Lind" at MGM. He also appeared in the English version, Leo Morrison placed him.

Ben Naylor, child actor of "The Big Trail" and "Tom Sawyer," has been signed for a part in "Reducing" at MGM.

PAUL PEREZ

ORIGINALS,
CONTINUITIES
ADAPTATIONS
and DIALOGUE

FOX

Exclusive Representative
Ruth Collier, Inc.
CR. 4161

RKO Stage Play at Mason Goes Big

Without any great star attraction or proven play material, "Woman Who Take," RKO's first legitimate attraction at the Mason theatre, is selling out since the night of its opening, last Monday. Even yesterday's matinee was a sell-out, which is a record that has not been equalled at this theatre since three years ago.

The house, though a standard legit, has been a white elephant on the hands of Klaw and Erlanger for a number of years and, even with New York original cast shows, it has failed to draw.

•

Raoul Walsh to be a Concrete Example

In an effort to bolster up business for "The Big Trail," now at the Chinese, Fox West Coast, in conjunction with the Fox studios, plans to stage a big ballyhoo next Saturday night by having Raoul Walsh make his footprints in the concrete of the forecourt of the theatre.

These footprints are looked upon by all tourists, as well as home defenders, as more or less of a sacred privilege for the celebrities to make an impression for posterity.

•

Dancing School To Get Kids

Syracuse — The free Saturday morning dancing school for kids, started by Manager Saxton, of Loew's State, proved a big success. There were 252 registrations for the first session. The youngsters paid fifteen cents to see the show after the lesson.

•

Clara Bow Returns

Frank Tuttle, with a company headed by Clara Bow, returned last night from New York, where they spent fifteen days filming exterior scenes for Miss Bow's current production, "No Limit."

Interiors and other shots necessary for the production will be completed here.

•

"Cut Prices," Say Exhibs

(Continued from Page 1)

for the statement that "unless production costs are cut at least fifty percent, better than half of the theatres throughout the country will be bankrupt in six months, with the whole foundation of the picture industry shaking and ready for a fall."

There have been more adjustments on exhibitor contracts during the past four months than ever before in the history of the picture industry. While distributors are making adjustments with the hope of easing conditions, exhibitors are not buying. They want percentage engagements with no guarantee, but the distributor knows that, under the present setup of things, unless he gets a guarantee there will be little money in the cash box for him at the end of the engagement.

NEW YORK AND CHICAGO SHOWING POOR GROSSES

(Continued from Page 1)

week with "Up The River" (Fox). "Billy the Kid" next.

PANTAGES. Had the poorest week in the history of the house. The normal gross is around $17,000, with a nut of $16,000. The house take will not better $8,300. The picture is "The Big Fight" (James Cruze). "So This is London" next.

BOULEVARD. One of the bright spots in business for the week with a take that will better $7,800. Last week, with "Soup to Nuts" (Fox), the house just passed $2,500. Present attraction "So This Is London" (Fox). "Up The River" next.

EGYPTIAN. Did better than average business with "Monte Carlo" (Paramount). Gross will better $6,-300. "Last of the Duanes" next.

UNITED ARTISTS. Last week of "Whoopee" (United Artists) slowed down to $14,200. Norma Talmadge in "Du Barry; Woman of Passion" attraction opening today.

PARAMOUNT. Played "Laughter" to great notices and fair business of $27,100. "Virtuous Sin" opens today.

WARNERS DOWNTOWN. "One Night at Susie's" not so hot. Business less than $17,000. "The Life of the Party" opens a day and date with Warners Hollywood as next attraction.

WARNERS HOLLYWOOD. With second and last week of "Maybe It's Love" the house gross skidded into plenty of red with $9,700.

ORPHEUM. Told you the story in the opening paragraph. "Check and Double Check" holds for additional week and maybe more

RKO. House hit hard with no better than $11,200. The picture was "Brothers." Next attraction is Pathe's "Big Money."

•

Three Big Houses Do Well; Others Not So Good

New York—Business in the three big Broadway houses last week was very good. In the smaller houses it was not so much, with most of them taking it on the chin.

The big crash of the week was the $84,900 done at the Paramount by Nancy Carroll. True, she had a picture along with her, plus a stage show, but better than half of that eighty-four grand was little Nancy herself.

The Capitol did big with "Billy the Kid" at $74,700, and the Roxy was O. K. with $95,400.

The other houses were as follows:

ASTOR. "War Brides," although generally panned, had a good week-end, it being the opening three days for the picture. Looks like about $26,000 on the week if business for these three days is any criterion.

CRITERION-GAIETY. In its eleventh week, "Hell's Angels" is doing a little flopping now. The combined gross for both houses was just under $20,000.

GLOBE. With the second week of "Half Shot at Sunrise" the dizzy gross of last week slid off better than ten grand, with $17,500. The house O. K. at that figure.

HOLLYWOOD. The fifth week for "Outward Bound" showed a total of less than $13,000. Picture is moved over to the Warners to continue its run.

RIALTO. "What A Widow" slid to $24,500 in its fifth week. This is a big drop from last week.

RIVOLI. The fifth week of "Whoopee" also saw a drop of b. o. receipts to $28,000.

STRAND. Played "Maybe It's Love" and just eased through $28,-000.

WARNERS. With the ninth and last week of "Old English," the gross was $10,500.

WINTER GARDEN. "Office Wife" is still doing O. K. at this house in its fifth week. The gross was $24,-500.

CENTRAL. "Abraham Lincoln," slated to go out this week, pulled through to $14,100.

•

Combined Grosses Are Off $38,000 on the Week

Chicago—All the optimism that was worked up over the remarkable flare in business the week before last has lost its pep with a setback in the combined grosses, of $38,000. The Chicago was the only house that showed an increase last week, and that was to the tune of $16,000 with "Playboy of Paris." The balance of the big theatres saw plenty of red, with the Roosevelt contributing the heaviest on the red side with a drop in business of $12,800 on "Liliom."

Grosses for the ten houses in order of aggregate box office receipts for the past week show:

CHICAGO. "Playboy of Paris," $48,800 as against $32,000 for the previous week with "The Girl of the Golden West."

ORIENTAL. "Scotland Yard" grossed $29,600 as against $38,000 with "Top Speed" the week before.

STATE-LAKE. Second week of "Half Shot at Sunrise" did $19,800, as against $38,000 the previous week.

PALACE. Dropped $3,400 from the preceding week with "Brothers," with a gross of $19,600 against $23,-000 for "The Payoff."

McVICKERS. With third week of "Madam Satan" dropped from $24,-500 to $19,500.

UNITED ARTISTS. Third week of "Whoopee" continued to drop from its second week to $16,900, as against $19,500 for the preceding week.

WOODS. Topped the gross of last week by a small margin with $15,500 on "East Is West" as against a gross of $15,400 the previous week with "A Lady Surrenders."

ROOSEVELT. "Liliom" was the heaviest loser of the group, with a gross of $12,200 as against $25,-000 on "Sea Wolf" the preceding week.

PUNCH AND JUDY. In its sixth week of "Abraham Lincoln" dropped to $4,900 as against $7,500 piled up for its fifth week.

MONROE. "Last of the Duanes" did $3,100 against a gross of $3,800 for "Anybody's Woman" the week before.

Gloria Swanson To Start New One

Whether or not Gloria Swanson decided to star in the story which De Sylva, Brown and Henderson are writing for United Artists with her in mind, she will start production in about two weeks on an as yet untitled story.

The picture is taken from an unproduced play by Lucy Bronder and has long been on Miss Swanson's schedule. Tests are being made at Pathe all this week for a suitable supporting cast. This will be a straight dramatic story.

•

M. A. Schlessinger Arrives from N. Y.

M. A. Schlessinger, head of General Talking Pictures, arrived in Hollywood yesterday with Mrs. Schlessinger. They will be in and around Southern California for two weeks.

Mr. Schlessinger contends that his present visit to Hollywood is in no way connected with pictures, but to check over his vast interests in citrus properties in this section.

•

Joe Fine At Columbia

New York—Joe Fine, former assistant to Glendon Allvine at Fox, has been made advertising and publicity head of Columbia.

•

Hervey Publicity Head

Andy Hervey has been appointed director of publicity for Charles Rogers production. Hervey was for several years with the Orpheum circuit and later with RKO.

•

"Randy" Bartlett Abroad

New York. — Randolph Bartlett, former head of the title editing department of Paramount, is now editing the Paramount foreign language productions being made at the Joinville studio.

•

Tony Brown and Gladys Lehman are doing the dialog for "Many A Slip" at Universal. Brown probably will direct the dialog.

DICK POLIMER
Agency — GLadstone 6159
Current Engagements
John St. Polis
in "THE CRIMINAL CODE"
Columbia

PHOTOCOLOR
— CORPORATION —
1800 El Cerrito Place . . .
. . . . . GRanite 9569

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

PARAMOUNT STUDIOS

This studio continues to increase its production activity this week by adding another feature to the six that have been in work during the past ten days. This gives a total of seven features in work, one in final preparation, and seven in stages of final editing.

Features in Work

"RIGHT TO LOVE"—From the book, "Brook Evans," by Susan Glaspell, with Zoe Akins on the screen treatment. It is being directed by Richard Wallace, under the supervision of Hector Turnbull, with Ruth Chatterton starring.

"NO LIMIT"—From an original by George Marion, Jr., with Viola Brothers Shore and Salisbury Field on the screen treatment. It is being directed by Frank Tuttle, with Clara Bow starring. Company is in New York gathering atmospheric shots.

"DISHONORED"—From story by Josef von Sternberg and Daniel Rubin, with Von Sternberg directing. Cast co-features Gary Cooper and Marlene Dietrich.

"FIGHTING CARAVANS"—From the Zane Grey novel. Screen treatment by Keene Thompson, Edward E. Paramore, Jr., and Agnes Brand Leahy. Being directed by Otto Brower and David Burton with an all-star cast.

"JOHNNY ON THE SPOT"—Starring Jack Oakie, with Edward Sutherland directing. Story credits are given to Percy Heath and Joseph Manciewicz.

"STAMPEDE"—From the Emerson Hough novel "North of 36." Grover Jones and William Slavens McNutt credited with screen treatment. Edward Sloman directing, with an all-star cast.

"UNFIT TO PRINT"—A newspaper story, starring George Bancroft, started this week with John Cromwell directing from the O. H. P. Garrett story.

Features in Preparation

"NEW MORALS"—From the Octavus Roy Cohen play, "Alias Mrs. Wallace." To be directed by Louis Gasnier, starring William Powell, with Carol Lombard, "Skeets" Gallagher and Juliette Compton. Bartlett Cormack and Louise Long now working on the screen treatment.

Features in Final Editing

"THE VIRTUOUS SIN"—Directed by George Cukor and Louis Gasnier, featuring Kay Francis and Walter Huston, from story by Lajos Zilahy, Martin Brown and Louise Long.

"ONLY SAPS WORK"—Featuring an all-star cast, from the story by Owen Davis, Percy Heath, Sam Mintz, Joseph Manciewicz and Jane Storm. Directed by Garner and Knopf.

"MOROCCO"—Produced by Hector Turnbull, with Josef von Sternberg directing. Cast features Gary Cooper and Marlene Dietrich. From story by Benny Vigny and Jules Furthman.

"TOM SAWYER"—Produced by Louis D. Lighton, with John Crommell directing. All-star cast. Story credits: Mark Twain, Sam Mintz, Grover Jones, and William Slavens McNutt.

"DERELICT"—Produced by E. Lloyd Sheldon, with George Bancroft starring, and Rowland V. Lee directing. Story credits show William Slavens McNutt and Grover Jones.

"SEA LEGS"—Produced by B. F. Ziedman, with Victor Heerman directing. It stars Jack Oakie and was taken from the story by George Marion, Jr. and Marion Dix.

"ALONG CAME YOUTH"—Produced by J. G. Bachman, with Charles Rogers starring. Directed by Lloyd Corrigan and Norman McLeod, from scenario by Maurice Zedel.

Mark Ostrer Here

Mark Ostrer, of the banking firm of Ostrer Brothers, of London, is in town for a brief visit. The Ostrer Brothers have a controlling interest in the 400 Gaumont houses throughout the British Empire.

French Actor Here

Ivan Petrovich, French screen actor, arrived in Hollywood yesterday, his first visit here since he worked with Alice Terry in several Rex Ingram productions. He plans to free lance.

THANKS

Mr. LASKY

for your subscription.

Also

G. W. Dickinson Theatre Circuit of Kansas City.

Music Leaders

The ten best sellers in sheet music in the territory east of Chicago, as reported by the Plaza Music Company of New York, are:

"Little White Lies"—Donaldson.

"Springtime In The Rockies"—Villa Moret.

"Betty Co-ed"—Carl Fischer.

"Go Home and Tell Your Mother"—(Love In The Rough)—Robbins.

"I'll Be Blue Just Thinking of You"—Feist.

"If I Could Be With You" (One Hour Tonight)—Remick.

"Kiss Waltz" (Dancing Sweeties)—Witmark.

"When The Organ Played At Twilight"—Santly.

"I'm Yours"—Famous.

"I Still Get A Thrill Thinking of You"—Davis Coots.

Cline Finishes Picture

Eddie Cline spent last night shooting the final scenes of "Hook, Line and Sinker" and wrote finis to this latest of the Wheeler and Woolsey starring pictures for Radio.

•

German Actor in N. Y.

New York—Hans Junkerman, a German comedian, arrived here today, en route to Hollywood to play in the German version of "The Boudoir Diplomat" for Universal.

Another Wide Film Due From Tiffany

Another new wide film method will make its debut when Tiffany begins production on a picture, as yet unnamed, on the Fere method, 65 mm., which will also be available on 35 mm. film.

This leaves Pathe, Columbia, and Educational without wide film process. It is believed that these companies are now dickering for one, but will not make any decisions until a standard width for general use is adopted.

•

Congo Will Issue Undersea Thriller

With the return of Jack Draper and Harold Austin from the southern coast of Mexico, Congo Pictures discovers it has sufficient film to make another spectacular adventure film that will top "Ingagi."

The new film will concern the playful antics of the monsters of the sea, with most of the action taking place on the ocean beds.

•

Wilson Heller Back

Wilson Heller, publicity director at Tec-Art, will be back at the studio the latter part of this week to look things over and say hello. Mr. Heller has recovered from a serious operation he underwent some time ago, and will resume his work at Tec-Art next week.

PAUL PEREZ

ORIGINALS,
CONTINUITIES
ADAPTATIONS
and DIALOGUE

FOX

Exclusive Representative

Ruth Collier, Inc.
CR. 4161

THE Hollywood DAILY REPORTER

Vol. 1, No. 41. Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, October 29, 1930

GET THE KIDS BACK

Brown-Doman Out Of Fox West Coast

The anticipated shake-up in the publicity and advertising office of Fox West Coast has taken place. Ten men were let out, including George Brown and Bob Doman. Then ten were attached to individual Fox houses in publicity and advertising capacities.

In the future all ad. and pub. men will be in home office, working under Frank Whitbeck. They will be assigned from time to time to houses that develop a weakness that good exploitation can help.

Whitbeck's immediate staff in the reorganization of his department is headed by Eddie Eckels, with Charles Verhalen and Mel Riddle in chief support.

Bob Collier will be in charge of exploitation with his own fire brigade.

The Fox reorganization of publicity and advertising has taken off a lot of men, but has added power in mass concentration.

•

Head of Operators Announces Walk-Out

Newark—Louis Kaufman, business agent of Motion Picture Operators Union Local 244, announced last night that all operators and stage hands in Newark would walk out after the evening shows in sympathy with the striking musicians.

More than 1000 operators in Essex county were affected by the order.

•

Hays Here November 5

Will H. Hays will be present at the banquet given by the Academy of Motion Picture Arts and Sciences at the Ambassador, November 5, at which time bronze statuettes will be presented the winners of the various membership divisions of the Academy.

•

Arthur Loew in L. A.

Arthur Loew, head of the foreign department of Metro-Goldwyn-Mayer, is in town. He is looking over foreign production at the Culver City studio, in addition to conferring with studio officials regarding plans for foreign production in the future.

Whoa! Bill

Fox is paying Will Rogers, under his new contract, $300,000 a picture for three pictures a year. If any picture runs over 10 weeks, Will gets an additional ten grand for each week.

Edwin Carewe To Quit Pictures

Owing to pressure brought about by his various business enterprises aside from motion pictures, Edwin Carewe plans to retire from the picture game after making one more each for Universal and Paramount.

The director-producer is now seeking office quarters on Wilshire Boulevard, where he can establish a central clearing for his outside business interests.

•

"Du Barry" Postponed

New York—The opening of the Norma Talmadge picture, "Du Barry," at the Rivoli has been postponed from Wednesday to Friday night.

Loss Of Their Patronage Means Loss Of Profits And Producers Are All Planning To Recover It

"Get the kids back into the theatres" is the order that has gone out from the heads of practically every motion picture producing company. It is an order that must be carried out in some way for, without the patronage of the younger generation, profits go glimmering.

It may be true, as has been estimated, that the boys and girls constitute only 18 per cent of film theatre audiences, but they are the ones who sell the shows. In many cities, children under a certain age must be accompanied by their parents and, naturally, the parents are going where the child wants to go. But even if the children are old enough to go alone, more often than not the family goes and the youngsters still pick

(Continued on Page 2)

"Daddy Long Legs" for Janet Gaynor

Fox has bought the silent and talkie rights of "Daddy Long Legs" from Mary Pickford for Janet Gaynor's next picture, following "The Man Who Came Back."

•

Paris Cops Guard Buddy

Paris—Buddy Rogers is here under police escort, for wtihout the gendarmes he would be mobbed.

Connie Bennett In "Easiest Way"

The famous Eugene Walter drama, "The Easiest Way," has been bought by MGM, and that company has borrowed Constance Bennett from Pathe to play the lead.

It will go into production at once, with Jack Conway directing from script by Edith Ellis.

•

Blumenstock to Pathe

New York — Mort Blumenstock, who directed forty shorts for Paramount at Astoria, has been signed by Pathe to direct Louis Simon in the first of the two-reel "Simple Simon" comedies.

•

Wide Film for Para.

New York—Paramount is going ahead with the second 65 mm. film to be made here. It is a short, featuring Eddie Miller, and is being made under supervision of Larry Kent.

•

Illinois ITOA Growing

Chicago—The Illinois Independent Theatre Owners Association, which is making a drive for a solid front, has just added eight new members. This makes a total of 160 houses.

•

'Promoted' to Guatemala

New York—Herman Cohen, one of the MGM salesmen in Washington, has been made manager of the office in Guatemala. The MGM sales department announces it as a "promotion."

WARNER'S GIVE PRIVATE SHOWING OF WIDE FILM

Jack Warner staged a private preview on the workings of the new Vitascope wide angle projectors and cameras before a group of motion picture engineers and cameramen. One reel of "Kismet" and one of "The "Bad Man" were shown.

The Vitascope projector, a product of the Warner research laboratories, is so flexible that it can be converted by the pressing of a button to project 35, 65 or 70 mm. film. It will be introduced to the public in New York with the premiere of "Kismet," slated to open there within the next three weeks.

"Kismet" was filmed on 65 mm.

(Continued on Page 3)

Del Ruth to Paramount

Roy Del Ruth, the Warner director, is understood to have been engaged by Paramount to direct "Mendel, Inc.," at the Astoria studio. He has a clause in his Warner contract talk over the new schedule.

•

Felix Feist Here

Felix Feist, general sales manager for Metro-Goldwyn-Mayer is in Hollywood. He is going to San Francisco for the week-end, returning here to talk over the new production schedule with studio executives.

SHELDON CHENEY, IN HIS "3000 YEARS OF THE THEATRE," SAYS: "BOLESLAVSKY and Mamoulian are the two outstanding foreign directors who have distinguished themselves in the American theatre."

'Fair Warning' Good Western 'Tonight and You' Just So-So

"FAIR WARNING"
Fox

Direction ..... Alfred Werker
Story ..... Max Brand
Adaptation and Dialog ..... Ernest L. Pascal
Photography ..... Ross Fisher
Film Editor ..... Ralph Dietrich
Starring ..... George O'Brien
Cast: Louise Huntington, George Brent, Mitchell Harris.

The villain hisses and the hero blazes his way to glory and the audiences love it. Good Westerns will always spell good box office and, with George O'Brien as defender of the great outdoors, a picture like this can't miss.

O'Brien is Whistling Dan, child of the forest and tamer of wild beasts. A trusting soul until man plays him false, and then the killer instinct is aroused. He tracks his man down, then, true to the courtesy of the old West, gives him fair warning. And, boys and girls, it never pays to be a villain. Some hard-riding, fast-shooting hero is "bound to get you ef you don't watch out," or even if you do.

The direction of Alfred Werker is excellent, for it keeps the picture moving when the story cries time out, and the photography by Ross Fisher measures up to the best traditions of our beautiful West. Also, the dialog is unobtrusive and never interferes with the action.

George O'Brien is true to fan requirements and can always be relied upon to act, if acting is necessary. Louise Huntington makes one of the best heroines for this type of picture that we have seen, and Mitchell Harris as the no-good, low-down outlaw is swell.

The very inconsistencies of these western stories are what give the customers such a kick. The heroes never fail and virtue is a hard-working rewarder for these noble defenders. They are entertainment for the majority and that's what counts at the box office. This picture is one of the better examples of western film fare.

●

Football Game Makes Fairbanks Work Sunday

Working on a close production schedule calling for six weeks actual shooting time to make "Reaching For The Moon," Douglas Fairbanks was given the alternative of laying off last Saturday and working Sunday, or missing the Stanford-U. S. C. game. The actor accepted the Sunday workday, but in order to get to Palo Alto and back in time, he and Mary used the air route. Fairbanks is receiving $300,000 for the 36 days shooting time on the picture, or a little more than $8,000 for each day's work.

●

Lloyd Co. With Meyer

"Feet First," the new Harold Lloyd picture, was synchronized by the Meyer Synchronizing Service, the first Lloyd picture to use this service. This is the twenty-second producing company using Meyer.

"TONIGHT AND YOU"
Fox

Direction ..... Alfred E. Erickson
Story and Screen Play ..... Tom Barry
Photography ..... George Schneiderman
Film Editor ..... Edwin Robbins
Cast: Lois Moran, J. M. Kerrigan, Erwin Connolly, Lumsden Hare, Marie Saxon, J. Harold Murray, George Brent, Helene Millard, Herbert Bunston and Rhoda Clark.

Mildly pleasant picture, wherein the Royal Mounted Boy Scouts—pardon—Police, go very much all-talkie, all-singie and all-unexciting. Too much music and too little suspense force this picture to rely on exploitation for a draw. The title is a teaser, too.

The trouble with the story is that it has no definite association with the Mounted Police other than its setting and uniforms. The hero is shielding a younger brother and his family from disgrace by using an alias. The villain very matter-of-factly takes an instant dislike to the hero and spends his reel life digging up the hero's past and making catty remarks about him until he talks himself right out of the service. The girl has faith, and, against magnificent natural backgrounds, the hero and heroine find love.

The director had two chances at climactic suspense and muffed them both. What could easily have been a thrilling rescue of a man lost in an icy crevice, turns out to be like picking up a temporarily mislaid book. And the forest fire scenes were doubly implausible because there was no build-up to them and no genuine feeling for the outcome.

It is the photography that makes the picture. The scenic splendors of the Canadian Northwest have been caught in all their attitudes of grandeur, icy grimness, and sunlit warmth by the camera work of Geo. Schneiderman. Many of the shots are breath-taking in their magnificence.

Lois Moran is the other reason for seeing the picture. She is altogether delightful to watch. Kerrigan and Connolly do well as the comedy relief team. Marie Saxon gets plenty of advance notice as a hoofer, and then appears in two scenes—once on foot and once on horseback. George Brent, as the villain, makes himself wholly believable and disliked by keeping strictly to character. J. Harold Murray, however, as the hero, just hasn't got what it takes to arouse interest.

Exhibs will find that when it comes to stories of the Mounted Police, audiences will prefer the glamorous, red-blooded, get-your-man idea to this sentimental version. We can't blame them—there are some traditions that must be preserved.

●

Foreigners Storm Fox

After the news that Fox would make five foreign versions of "The Big Trail" reached the streets, more than 1,000 foreigners of every description swarmed the studio casting offices seeking spots in the cast.

PRODUCTION NOTES

Charles Saxton engaged by Radio to write the next story for its "Humanette" series. Leigh Jason will produce, with Benny Rubin featured.

●

Steve Roberts to Universal to direct a short, "Let's Go Pigskin," Pitzy Katz will be featured.

●

"Africa Squawks" is the title selected by Tiffany for the next Chimp family series of two-reel monkey comedies.

●

Norman Phillips, Jr. has been engaged for the cast of "The Midnight Special," which is being produced by Chesterfield at the Tec-Art studio.

●

Charlie Chase has started production at the Roach studio on the Spanish version of "Thundering Tenors," the Spanish title being "El Alma de la Fiesta." Carmen Guerro will be the leading woman. James Horne directing.

●

Don Ryan has been engaged by Universal to write the screen treatment for "Up and Up," a stage play. Irwin Gelsey will produce.

●

Mary Astor has been added to the "Sour Grapes" company at Radio. Ruth Collier, Inc., placed her.

●

The H. Wurtzel office announces the addition of Charlotte Walker to the cast of "Millie" at Universal. It's a Charles Rogers production.

●

"U" Taking Inventory

Universal, like a number of other motion picture studios in Hollywood, is now engaged in taking an annual inventory of its properties.

The taking of inventory of any large studio requires an extra force of men, which, at this time, is taking care of many unemployed.

●

"Beau Ideal" All Shot

Camera work on "Beau Ideal" was completed by Herbert Brenon, director, yesterday. This is a Radio picture, featuring Ralph Forbes, Loretta Young and Irene Rich.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Eddie Gribbon
in "THREE BAD MEN"—Fox

MEYER
Synchronizing Service, Ltd.
Just Completed
"FEET FIRST"
A Harold Lloyd Prod.

French Studios Have Busy Week

Paris—All the major studios in and around Paris are working at top speed. All studios, with the exception of Paramount's at Joinville, are concentrating on French production. Paramount is making them multi-lingual.

During the past week Paramount finished four productions, with one for this week and five more to start the week following.

Mario Camerini, Italian director, will make the Italian versions for Paramount.

"Devil's Holiday" has been completed in four different languages, German, Spanish, Swedish and Polish. Leo Mittler directed the German, with Trude Berlinger in the lead. The Swedish version had Gustaf Berman directing and Vera Schmiterlov in the lead. Tony D'Algy, formerly in America, had the lead in the Spanish, with Adelqui Millar directing.

●

St. Clair To Europe

Mal St. Clair will leave the latter part of this week for a two-months vacation in Europe.

●

Warners Show Wide Film

(Continued from Page 1)

film with the wide angle film cameras perfected by the Warner engineers. "The Bad Man" was also shot on 65 mm., as well as on the 35 mm.

These cameras, it is claimed, will revolutionize the general construction of sound-recording cameras in any width of film, as they are absolutely silent in operation and save the use of the cumbersome "blimps," "bungalows" and other devices to keep extraneous noises subdued.

The Warners will place both cameras and projectors on the market for other producers and exhibitors, and will confine the manufacturing of the equipment to its laboratories on the studio grounds at First National, in Burbank.

PHOTOCOLOR
— CORPORATION —
1800 El Cerrito Place . . .
. . . . . GRanite 9569

THE LABORATORY of "PERSONAL SERVICE"
ASSOCIATED
FILM ENTERPRISES, LTD.
1056 Cahuenga Ave. GL 5118

POWERS
CINEPHONE
LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

THE DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

An explosion is imminent in the executive ranks of one of our major organizations. It concerns the chief in charge of production and the sales head. Those on the inside know that the production boss is in the job now due to the efforts of the sales head, not only with the organization in control of the company but also because of big sales on a very mediocre product during the past three years.

The sales head has weakened on the producer, and the support the studio man has always had in the sales head is not there. The result is that the bankers are after the scalp of the producer and the explosion is liable to happen any minute, with the whole industry being rocked with the sound.

•

Eddie Buzzell, the pint-sized comedian, was putting his wife and mother on the train for New York. Plenty of bags and two dogs. Everything in a hurry and flurry. Much hugging, kissing and tears of goodby. Train pulling out of station and Eddie shouting to his wife:— "Hey! You got any money?" The wife fumbles hurriedly and yells back:— "Two dollars." Fadeout, Buzzell running after the train.

•

Hollywood portrait No. 2.—She is tall. She has distinction and a velvet speaking voice. She wears sophisticated clothes well and is in great demand as a leading lady. She has accomplished in less than two years what is takes most girls many times that to do. But she is not and never will be star material. Though very few people know it, she has been married three times. She is younger than she looks. Her voice becomes quite loud after a few drinks. Her reserve makes strangers think her conceited. She isn't. Men either rave over her or can't "see" her at all. Women like her and refer to her as a "lovely girl." She is a poor actress. Who is she?

NEW YORK CITY
Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

"BIG TRAIL"
Roxy Theatre

Telegram: It possesses most of the well-known ingredients that make for success, despite its excessive length and the sneaking suspicion that you have seen and heard most of it before.

Journal: Scenically impressive.

World: Here is one film which produces the goods. It must have cost a fortune and, miracle of miracles, it is worth it.

American: A thing of spacious beauty. But not a joy forever. After all, it takes more than 20,000 extras, 30,000 animals, 2,500 Indians, etc., etc., to make a truly great picture.

Times: A monumental work in which the story is naturally secondary.

Evening World: A tremendous effort, but its very vastness arrests its action.

Herald-Tribune: Handled with fine pictorial skill, and therefore the picture becomes interesting, even if it is too long and lethargic.

News: Magnificent epic of the old West is presented in grandeur to awed and absorbed audiences.

Sun: It takes full advantage of the beauty and courage of its theme. Lives up to its promise.

"VIRTUOUS SIN"
Paramount Theatre

Herald-Tribune: The dialog and direction would suggest that the whole thing was intended as a lark, but the acting whispers to you that the picture was supposed to be a melodrama. It is safe to say, however, that it is one of the worst pictures of its time.

Times: It is a scintillating comedy.

American: Faulty both in construction and direction. Has several engaging angles that are out of the ordinary.

World: While it will serve as it stands, I still feel that it is at times so perilously near burlesque, that it might very well have been advised to proceed in that refreshing mood.

Journal: Direction and dialog are so artificial and some of the acting is so awkward, that the negligible picture turns out to be unintentionally funny.

Telegram: Pretty feeble entertainment. In the end the whole thing is pointless and silly.

"GIRL OF THE GOLDEN WEST"
Strand Theatre

Sun: May seem a trifle old-fashioned, but for those who are not too blase it should prove entertaining.

Evening World: It's old-fashioned. Despite a lot of hard work, the picture is not up to expectations.

"THE SILVER HORDE"
Globe Theatre

Evening World: Doesn't quite succeed in being a very good picture.

News: Two-star rating. Dialog is stilted. Photographic shots are good, especially the scenes of salmon catching and canning.

Times: As it is, this production is dull and trivial.

"U" To Make Special of "Boudoir Diplomat"

After looking at the finished cut of "The Boudoir Diplomat," Universal has decided to make a special of what started out originally to be a program feature.

John M. Stahl has been assigned to make the added scenes as the original director, Mal St. Clair, is leaving for Europe in a few days.

Joe Brown Due Back In Hollywood This Week

Joe E. Brown, with the Missis and the two kids, will be back in Hollywood this week, ready to start his next picture for Warners. It will be the Bert Kalmar-Harry Ruby comedy, on which they are now at work, and Mervyn LeRoy will direct.

Brown has been making personal appearances at Warner houses in the East. The family is returning by way of the canal.

Disney After The Old Christie Lot

The Disney Sound Recording Company, now using Cinephone equipment and with headquarters on the Tec-Art lot, is negotiating for the leasing of the old Christie studio at Sunset and Gower.

The old Christie studio is fully equipped with motor generators, and while not sound-proofed, it is practical for the use of Cinephone recording equipment. Rental on the studio has been quoted at $1,000 per month.

•

'Charley's Aunt' A Special

"Charley's Aunt," featuring Charles Ruggles, will open in Los Angeles for a long run either at the RKO Theatre or the RKO Orpheum. No release date has been set as yet. The picture was directed by Al. Christie on the Metropolitan lot, and will be released through Columbia.

•

Eddie Buzzell at MGM

Eddie Buzzell is at Metro-Goldwyn-Mayer, doing a two-reeler under the direction of Marty Brooks. It is in Technicolor and is titled "The Devil's Cabaret."

•

George Brown to N. Y.

George Brown, just dropped from W. C. publicity department, is on his way to New York.

•

Kids Must Come Back

(Continued from Page 1)

the pictures.

There is still another reason, even more far-reaching. The high society films, the sex plays, the more sophisticated pictures and others which do not appeal to the youthful mind are alienating the kids. They are staying away from the movies and they are forming the habit of seeking other sorts of diversion. If this habit grows on them it means that, when they grow up, the adult patronage of picture theatres will have suffered a severe loss.

Wherefore producers are bending every effort to make pictures, both features and shorts, that will draw the youngsters. Paramount has made "Tom Sawyer," one of the greatest boy stories of all time. Many companies are making Westerns, which always get the kids. The producers are going back to serials, Universal already having two—"The Indians Are Coming" and a circus picture.

Last year the Mickey Mouse and other cartoon comedies enjoyed a great vogue among the younger generation, and the producers of shorts are endeavoring now to produce other short-reel features which will be as popular.

The exhibitors too are doing their bit in the campaign to get the kids back. They have felt the defection even more keenly than the producers. Exploitation is directed along angles that will reach the children. Special matinees at low prices are given with special kid attractions. Kiddie Clubs are being formed, appeals are being made to mothers' clubs, everything being directed towards the one end —recovery of the kid patronage.

THE Hollywood REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

THE British producers of talking pictures are hot under the collar at the attitude of the investing public throughout the Empire in not subscribing for picture issues with the same gusto as "is the case on Wall Street in New York." In fact, Mr. British Producer is shocked, horrified and what not. They need money to make pictures, but the Englishmen will not bite.

If those same British producers wou'd take a look at the daily sale of picture stocks on our market and, further, if they knew that most of this trading was of the professional type, working in and out, they would realize that their condition is no worse than ours.

●

WE have to headline E. B. Derr again. This for the very excellent production of "Sin Takes a Holiday." A fine picture of high-brows and high society, but easily understood and liked by the gang back in Round Table, Neb.

Have an idea that Pathe would add many thousands on the gross if it would give the picture another title, due to the fact that there have been "Devil's Holiday," "Holiday," "Sinner's Holiday" and the play, "Death Takes a Holiday." We can see Mrs. Gimp looking over her morning paper for the attractions at her local theatre, getting one glimpse of the title, and saying:— "Oh! I saw that picture."

THE picture is too good to be burdened with anything that would tend to connect it with any other picture or stage play. The fact that Constance Bennett is the star and that it is a Pathe picture, not Paramount or Warner's, is not sufficient identification.

The title should be changed.

●

PUT Paul Stein right up with the top directors of this business. He did a masterful job with "Sin Takes a Holiday" and one that is bound to be recognized by every person in the industry.

New York and Baltimore
Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

"WAR NURSE"
Astor Theatre, N. Y. C.

Morning World: It is regrettable that it is not what it could have been or should have been.

American: Where they like their melodrama rich, red and rare, this will satisfy all demands.

Herald-Tribune: Conscientious effort to tell you of the breakdown of morale; but it is done in such a shallow way that all of its possible effectiveness is ruined.

Times: Spasms of truth and humor are interwoven with amateurish pictorial melodramatics. It is a subject lacking in sincerity.

Daily News: With the making of a good movie, it doesn't quite make the grade. When it strives for humor, it goes over big; when it tries to be dramatic, it goes wrong.

Telegram: Shallow, tiresome offering, full of careful war atmosphere.

Evening World: Despite pretentious, ambitious plans, it doesn't quite measure up to the so-called special classification.

Sun: It does not ring true. It has merit, but it is not as good as it should be.

Post: The trouble is that it fumbles and gets silly as soon as it settles down to a plot.

BALTIMORE

"BILLY THE KID"
Stanley Theatre

Post: The talkie moguls have made a stirring presentation out of the tale
Sun: It never lets down, but moves, moves, moves, all the time. It is great.

"TOP SPEED"
Century Theatre

Post: Its dull spots are in the minority by far. You'll like "Top Speed."
Morning Sun: This is a picture to see, if one likes Joe E. Brown.
News: Moves with spirit. The movie people have made a success of another stage hit.

"RENEGADES"
New Theatre

Post: Teems with action and is calculated to satisfy any thrill-loving devotee of the movies.

"THE PAY OFF"
Keith's Theatre

Post: Fans who like Sherman should not fail to see this picture. The story is a rather different one about gangland.

THE LOWDOWN

A big star on the Paramount lot never pays for a shine—that is, if he can help it. His salary is in four figures—but just ask Oscar, bootblack and actor de luxe, about the way he has to chase him all over the lot for a dime!

●

In an effort to collect one of those debts that could not be very well aired in courts, one of the smart "ladies" about town, who figured prominently in the book of "Queer People," raised such a rumpus at one of the leading independent studios over the hill, that officers were called into a certain director's office to avert what looked like a potential murder. It seems the director from whom she tried to collect had overstepped the bounds by putting the services of her institution on the cuff and refused to pay.

●

Recent divorce proceedings, which will no doubt give a certain young star what she has been waiting for, remind us of the old saying, "It's not the original cost—it's the upkeep!"

●

Cherry Malotte, daughter of the famous Rex Beach character in "The Spoilers" of the same name, is working in a San Francisco cabaret.

Stage Plays In Tabs For Screen

Adaptations of stage plays in tabloid form for talking two-reelers is a new departure, just launched here at the Audio Cinema Studios. There will be twelve in the series, and Bertram Harrison, well-known stage director, has written the script for the first, titled "Her Story." Edward L. Klein will have charge of the distribution.

Raymond Friedgen is directing "Her Story," with a cast which includes Louise Carter, Roy D'Arcy, Wyndham Standing and others.

●

Postponement of Labor Confabs In St. Louis

St. Louis—Chalk up another postponement on the general strike of projectionists and stage hands here. No agreement has been reached on the walk-out, but it was anticipated that such would be the case if the unions could not get together with the circuits in deal negotiated in New York.

Optimists look at the situation with a resigned sigh and no indication of any concern one way or another.

●

B'way Paramount's Fourth Birthday

The Paramount on Broadway will celebrate its fourth birthday during the week of November 7 to 13.

A special stage program has been prepared for the occasion, which will be flanked by Jack Oakie's latest Paramount picture, "Sea Legs." The Boris Petroff production behind the footlights is named "Paintin' the Town."

●

New Serial In Work

Nat Levine and his "Phantom of the West" company returned from location at Victorville yesterday to resume work at Tec-Art. When completed, this will be a serial.

●

Powell in Rehearsal

William Powell started rehearsals yesterday on "Buy Your Woman." Louis Gasnier and Jules Eckert Goodman will direct. "Skeets" Gallagher heads the supporting cast.

●

Valuation of Studios

(Continued from Page 1)

organization leads, with an investment of $25,000,000. Paramount is next with $20,000,000 and the rest as follows:

Warners	$17,000,000
MGM	15,000,000
First National	13,000,000
Radio	9,000,000
Columbia	3,500,000
Universal	3,000,000
United Artists	2,500,000
Mack Sennett	2,000,000
Pathe	1,250,000
Metropolitan	1,000,000
Tiffany	805,000
Tec-Art	600,000
All Other Studios	5,000,000

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

RADIO STUDIOS

With five companies shooting and seven stories in various stages of preparation for early filming, Radio is well in the van among the major producing studios.

"CIMARRON"—Under the direction of Wesley Ruggles, entered the third month of production today. This is by far the most ambitious undertaking yet attempted at this studio, the mere fact that Edna Ferber's novel contained seven different historical periods making the filming a monumental task. Richard Dix, Irene Dunne and Estelle Taylor head the cast of thirty-three well known players.

"BEAU IDEAL"—Herbert Brenon is nearing the end of a two months' schedule on his colorful romance of the French Foreign Legion, written by Percival C. Wren as a sequel to "Beau Geste." After three weeks in the sand-dune desert near Yuma, Ariz., Brenon and his troupe, headed by Ralph Forbes, Lester Vail, Loretta Young and Irene Rich, worked at the studio and the Radio ranch near Encino.

"HOOK LINE AND SINKER"—Featuring Bert Wheeler and Robert Woolsey, continues in production, with Edward Cline directing. Supporting cast has Dorothy Lee, Jobyna Howland, George Marion, Sr. and Ralph Harolde. Story is an original by Tim Whelan and Ralph Spence.

"QUEEN'S HUSBAND"—Is in work with Lowell Sherman directing, from the play by Robert E. Sherwood. Sherman himself is playing the title role, with support of Mary Astor. Nance O'Neil, Anthony Bushnell, Hugh Trevor and Gilbert Emory.

Louis Brock's short subject troupe making the third of the "Headliner" series of comedies, is the fifth unit in production. Mark Sandrich is directing, with Benny Rubin starred.

Features in Preparation

"WHITE SHOULDERS"—The signing of Evelyn Brent and Ricardo Cortez for leading roles brought production of this Rex Beach story a step closer. Melville Brown will direct.

"CHILDREN OF THE STREETS"—Original by Robert Milton and Guy Bolton. Betty Compson featured.

"KEPT HUSBANDS"—(Tentative title), original, being adapted by Forrest Halsey.

"SOUR GRAPES"—Stage play, by Vincent Lawrence.

"WAITING AT THE CHURCH"—Original, by Vandah Owen.

"PRIVATE SECRETARY"—Original, by Alan Brener Schultz.

UNTITLED COMEDY—Featuring Bert Wheeler and Roert Woolsey, now in preparation by Douglas MacLean and Al Boasberg, associate producers.

TIFFANY STUDIOS

With the exception of one short in actual work, Tiffany is marking time, trying to obtain casts to fill in several features in preparation.

The short in work is the first of the new Chimp family series, six subjects having been completed on the first. Sig Neufeld is directing.

Pictures in Preparation

Paul Hurst prize fight series to be directed by Frank Strayer.

"MIDNIGHT STAGE"—From the story by Tom Burbridge, to be directed by William Nigh from the script by Jack Natteford, with Ken Maynard and Jeanette Loff co-featured.

"CAUGHT CHEATING"—From an original by Dale Henry is now being whipped into shape by W. Scott Darling. It will feature George Sidney and Charles Murray.

"SINGLE SIN"—An original by A. P. Younger, is now being adapted to the screen by Frances Hyland and will go into production following "The Midnight Stage," with William Nigh directing.

French Actress On Her Way To Hollywood

Paris—Mona Goya, the French actress who had the lead in Paramount's French production of "Cherie," directed by Louis Mercanton, left today for Hollywood under a Paramount contract.

●

Ohio MPTO Meet Nov. 18

Columbus.—The annual convention of the MPTO of Ohio will be held in this city November 18 and 19.

Mickey Mouse To Sit Among Crowned Heads

The management of Madame Tussaud's famous wax works in London has asked and received permission from Walt Disney to immortalize Mickey Mouse and Minnie, his girl friend, by placing their wax images in the museum.

This museum has been internationally famous for years and contains wax likenesses of kings, queen and potentates.

PRODUCTION NOTES

Katherine De Mille, daughter of Cecil B. De Mille, has been added to the cast of "Reaching for the Moon," which Edmund Goulding is directing at U. A.

●

Richard Alexander for the cast of "Let's Go Pig Skin" at Universal.

●

Luis Llanoza signed by Hal Roach for the new Charlie Chase comedy, which will be made in Spanish.

●

Vernon Dent to Radio for "Talking Turkey," and Alberta Vaughn for shorts at Universal. Both placed by Lichtig and Englander.

●

Tuneful Trio Moves to United Artists' Lot

De Sylva, Brown and Henderson yesterday took possession of an elaborately furnished suite of offices at the United Artists studios, where they are engaged in writing the story for their first U. A. picture.

The composers' bungalow at the Fox Movietone City plant will be kept intact until they return to produce another for Fox.

●

"Indiscretion" To Have Premiere In London

Evelyn Laye's initial starring picture, produced by Sam Goldwyn under the title of "Indiscretion," will have its world premiere in London, November 24.

Sam Goldwyn plans on taking the print with him when he sails for London within two weeks.

●

More Production in N. Y.

(Continued from Page 1)

with Smith and Dale.

Warners are turning out one and two-reelers at the Flatbush studios, and the Simple Simon comedies get under way this week at the Ideal studios. Over at Fort Lee, the Mormon Church is making a feature production, and two foreigns are being made at the Cosmopolitan studios by John Iraci.

Pathe is making the Audio Reviews at the old Audio plant on Long Island, and John J. Abbott has taken the Caraval studios to produce shorts.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

WRIGHT-O
Scripts, Plays, Parts Copied
. . . Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard . . .

Warner Film In 2 Houses At Once

Warner Brothers will try out a policy of playing feature productions day and date in their Hollywood and downtown theatres. The plan will be tested next Friday with Winnie Lightner in "The Life of the Party." If the scheme clicks, it will be continued with subsequent pictures.

This is believed to be the first time two first run houses have played a picture day and date here, although Fox West Coast has tried out the scheme in some of its neighborhood houses. Howard Hughes is getting away with the idea in New York, where "Hell's Angels" is running simultaneously at the Criterion and the Gaiety.

●

Five Companies Are Leasing At First Nat.

First National studio's set-renting department, under the direction of Herman Politz, has become so extensive that five companies are now working at this lot.

Companies shooting here this week include Paramount, Pathe, Tiffany, Darmour and Columbia.

●

Harold Lloyd to N. Y.

Harold Lloyd is due in New York Thursday to attend the premiere of his latest picture, "Feet First," at the Rialto.

●

Hughes Buy a Puzzle

(Continued from Page 1)

studio and the releasing organization is the same as that owned by Chaplin, Pickford, Fairbanks, Sam Goldwyn, D. W. Griffith and Gloria Swanson.

The new combination in control of Art Cinema will make ten pictures for United Artists release for the coming year. The first, "Reaching For The Moon," is now in production, to be followed by "Front Page" and the new Norma Talmadge picture. This corporation will also finance and release a series of pictures starring Gloria Swanson. Miss Swanson's connection will be as an artist on a straight salary basis and, if they can get the proper billing set, her first will be the one to be written and produced by De Sylva, Brown and Henderson.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Anthony Bushell
in "QUEEN'S HUSBAND"—RKO

Learn to Dance from Dancers
MOSCONI BROTHERS
SCHOOL OF STAGE DANCING
Additions For Stage Talent Every Wednesday at 11 A. M.
Additions For Children Every Saturday at 11 A. M.
1747 N. LAS PALMAS HOLLYWOOD PHONE HE 5161

THE Hollywood DAILY REPORTER

Vol. 1, No. 40 Price 10c TODAY'S FILM NEWS TODAY Tuesday, October 28, 1930

WHAT PRICE HOLLYWOOD

N. Y. Production Takes A Spurt

New York—Motion picture production in the East is beginning to show signs of activity, with Paramount leading the sprint. In addition to the exteriors now being shot here by Frank Tuttle and Clara Bow for her new picture, "No Limit," three productions go into work at the Astoria studio within a few days.

They are "Stolen Heaven," with Nancy Carroll starred; "Ladies' Man," with Paul Lukas; and "Strictly Business," with Claudette Colbert. The Ernst Lubitsch picture will start a little later, as will "Mendel, Inc.",

(Continued on Page 4)

U. A. Production in England, Nov. 1

London—It is announced that United Artists will start production in England on November 1. Nettlefold's studio will be used, with Murray Silverstone handling the arrangements.

The initial picture will be "77 Park Lane," and will be under the supervision of John Harding. This will be followed by four more in English, Spanish and French.

●

Chevalier Back Jan. 1, Arlen Story His Next

Maurice Chevalier is due to return to the Paramount Studios on New Year's Day.

He will start work immediately on "Cavalier of the Streets," a story by Michael Arlen. This was made as a silent several years ago, with Adolphe Menjou in the lead.

●

Execs. To New York

Jack Warner and Graham Baker will shove off for New York tomorrow night, where they will meet Hal Wallis, just back from Europe, to discuss with home office executives the new season's product for both First National and Warner programs.

●

Musicians May Walk Out

Newark—Unless a settlement is reached before the end of the week, the musicians probably will walk out of all the local Warner houses.

"Morocco" for Chinese

"Morocco" is going into the Chinese Theatre, the first Paramount picture ever to play that house. It will follow "The Big Trail," about December 1. Marlene Dietrich is featured, her first American picture.

Arthur Hopkins With Talmadge

New York—Arthur Hopkins, one of the most eminent of the stage producers, is entering the motion picture field. He has signed with United Artists to act as associate producer on Norma Talmadge's next picture, as yet unselected.

Mr. Hopkins has been recognized for years as being in the same class with David Belasco as an artistic producer, and he has produced many of the greatest Broadway hits of the last ten years or more.

WHAT DID HUGHES BUY? ART CINEMA TO MAKE 10

The motion picture industry generally has been asking itself since last Friday: "What did Howard Hughes buy in United Artists?"

The Hollywood Reporter, in an interview with Hughes, was not able to find out much, because Mr. Hughes himself was not certain just what his purchase included. But piecing bit by bit, it was found that Hughes purchased a half of Joseph Schenck's interest in Art Cinema Finance, a company formed at the start of United Artists to finance pictures to be made by Schenck for U. A. release as his contribution as a group member of United Artists.

The Hughes purchase includes only half of Schenck's interest in the studio, the releasing organization and Art Cinema. Schenck's interest in the

(Continued on Page 4)

According To Guaranty Trust Co. The Valuation Of Motion Pictures In Hollywood Is $118,655,000

New York—According to Gilbert H. Beesmyer, secretary of the Guaranty Building and Loan Association, a subsidiary of the Guaranty Trust Company of New York, the total valuation of all motion picture properties in Hollywood is $118,655,000.

This investment includes studio properties, land, buildings, equipment, etc.

Mr. Beesmyer made a complete analysis of Hollywood for his organization over a period of several months. His report also shows that improvements now being made and in prospect will add several millions more before the end of the current year.

According to this valuation the Fox

(Continued on Page 2)

Allied To Court On Zoning Plan

Chicago—The Allied Theatre Owners are threatening to go to court if exchanges try to enforce zoning plan.

"Any attempt to regulate the conduct of our business against our wishes constitutes conspiracy and we will go to court to see that our rights are protected," says an executive.

Three More Houses for Warner Brothers

New York—Contracts have been let for three more Warner theatres. The largest will be an 1800-seat theatre in Washington, and the others will be in Morgantown, West Virginia, and Torrington, Conn.

●

Arthur Handling Roxy

Harry Arthur, general manager of the Eastern division of Fox theatres, is now in charge of the Roxy during the absence of S. L. Rothafel, who is vacationing abroad and who, it is declared, will not resume the post he formerly held at the cathedral of motion pictures upon his return from the other side.

British Censors O.K. 'Hell's Angels'

"Hell's Angels" opens at the Pavilion in London tonight for an indefinite run, having been passed by the censors without a single cut.

The Canadian censors recently barred the picture on the ground that it was unfair to the Canadian Air Forces, but now that the British have passed it, Howard Hughes will appeal from the Canadian ruling.

●

Ziegfeld-Goldwyn Eastern Production

New York—The Ziegfeld office is the authority for the statement that Ziegfeld and Sam Goldwyn will make at least two pictures in the East this year for United Artists distribution.

What studio they will use is not disclosed, but it looks like the Cosmopolitan on a rental from Metro-Goldwyn-Mayer.

●

"U" Cuts in Home Office

New York—The Universal home office has cut out twenty-two employees, including Dick Anderson, who has been handling the newsreel, and Harry Taylor, Eastern division manager.

●

Jean Harlow in Person

New York—Beginning today, Jean Harlow will make two personal appearances daily at the Gaiety Theatre with "Hell's Angels," in which she is the leading woman.

MAX STEINER MUSICAL DIRECTOR UNDER WILLIAM LE BARON WITH RADIO PICTURES UNTIL DEC. 15

'Sin Takes A Holiday' Great. 'Headin' North' Fine Western

"SIN TAKES A HOLIDAY"
Pathe

Starring .....Constance Bennett
Photography ..... John Mescall
Direction.....Paul Stein
Story.....
Robert Milton and Dorothy Cairns
Adaptation and Dialog.....
.....Horace Jackson
Cast: Kenneth McKenna, Basil Rathbone, Louis John Bartels, Rita Le Roy, John Roche, Kendall Lee, Zasu Pitts, Helen Johnson.

"Sin Takes A Holiday" should be worth a million dollars, not only to its producers, but to those who are fortunate enough to play it. It is a "fan" picture from the word go—all kinds of fans from the basement trade up to those who can really appreciate it. It is the acme of sophistication, yet contains enough of the "Cinderella" theme to satisfy the public that demands plenty of romance in its pictures.

The story is that of a plain little stenographer, hopelessly in love with her employer. To get him out of a jam with another woman, she sacrifices her dreams of a romantic marriage, and though realizing that he cares nothing for her, marries him, with the understanding that she is to go to Europe immediately, her purpose being only to furnish him security from further entanglement. She meets one of his friends enroute, who falls for her in a big way; lends her his French villa, takes her everywhere. She returns to America, a gorgeous, worldly creature, plays the suitor against the husband—and wins the husband.

It is difficult to distribute the praises for this production. The story by Robert Milton and Dorothy Cairns could so easily have been trite, but instead is interesting, amusing and modern. The dialog by Horace Jackson fairly sizzles with wit and charm, and is (heaven be praised) at all times smooth and natural.

The picture is perfectly acted right down to the smallest bit. Constance Bennett, looking beautiful, gives an alluring and finished performance, without striving for effect. Kenneth McKenna, as the husband, and Basil Rathbone, as the suave "lover," were, as always, excellent.

The picture is lavishely mounted—gorgeously gowned. A word must be said for the wardrobe, which is the finest throughout we have ever seen in a movie. To people with any taste whatever, this production contains a veritable fashion parade. The clothes worn in this picture are what LADIES really wear—the last word in smartness—not showy or bizarre.

The photography by John Mescall would be a great credit to any picture and contains expert and intriguing lap-dissolves.

Here is a picture the exhibitors can shout about. They can play it up from any number of angles, and they can't play it up too much. While we are not in sympathy with the title on account of its predecessors, we realize that it has a direct bearing on the play and hope that it will in no way detract from its drawing power. "Sin Takes A Holiday" should pack 'em in. It has everything the fans want—and then some.

●

Good Direction and Acting in Tiffany Film

"HEADIN' NORTH"
Tiffany Release

Direction.....J. P. McCarthy
Photography.....Archie Stout
Screen Play.....J. P. McCarthy
Film Editor.....Fred Allen
Starring.....Bob Steele
Supporting Cast: Barbara Luddy, Perry Murdock, Gordon DeMain, Harry Allen, Gunnis Davis, Walter Shumway.

Here's a picture that will make money for the exhibs wherever Westerns are shown and liked. The story has a novel twist and J. P. McCarthy has not forgotten the value of a laugh in his treatment of it.

Bob Steele's characterization of Jim depends not only on hard riding, but on acting ability, a rare quality in a Western star. That he gives a smooth, convincing portrayal is one more reason for the success of "Headin' North." Perry Murdock, as "Snicker," Steele's pal, gives the role everything it requires—and more. Gordon DeMain is good as the foreman. Harry Allen and Gunnis Davis, as a British song and dance team, are excellent; and the big laugh of the picture comes when Jim and Snicker impersonate them in order to escape from the marshal, who is looking for Steele, an escaped prisoner.

Jim, it seems, was imprisoned for aiding his father to escape, after he was double crossed by a gambler (Walter Shumway) and sentenced to jail. At the end, Shumway confesses and Steele goes back to jail, saying he'll take a chance with the Law, now that the truth is known.

The dialog is natural and unstilted, and the cast did justice to its lines, with the exception of Barbara Luddy, whose "big scenes" didn't go over and got nothing but laughs from the preview audience.

The direction was great, and Archie Stout deserves special mention for the photography, especially the outdoor night scenes.

●

Casting Directors Switched Around

A general realignment of studio casting directors took place here yesterday, when Bill Mayberry resigned as casting director for First National to become assistant to Jack Gardner at Fox.

Dave Todd of the Fox casting office has been transferred to the Fox offices in New York.

Joe Marx, former caster at the Warner studio, has been transferred to First National to succeed Mayberry.

Pictures Playing In Other Cities

St. Paul—Paramount—"The Office Wife"; Orpheum—"Check and Double Check"; Riviera—"Let's Go Native"; Tower—"Big Boy"; President—"Half Shot at Sunrise" (moved from Orpheum).

●

Waterloo, Ia.—Paramount Theatre—"Check and Double Check" first half; "Heads Up." Strand—"Scotland Yard" and "Check and Double Check." Iowa—"The Bad Man" and "The Fall Guy."

●

Portland, Me.—Publix Strand—"Good News"; Publix-State—"Playboy of Paris"; RKO Keith's—"Check and Double Check"; Empire—"Moby Dick."

●

Pathe Product For Fox

New York—The Fox New York circuit will show all the Pathe 1930-31 features in twenty-five or more theatres. Bob Wolff, Pathe's New York branch manager, put the deal over.

●

Lorch With Universal

Chicago—Harry Lorch, formerly midwestern division sales manager for Pathe, has succeeded Harry Taylor as division sales manager for Universal.

●

Johnny Farrell On Film

Pathe has signed Johnny Farrell, former U. S. open golf champion, for a series of one-reelers. Terry Ramsaye will produce them.

Paramount Gets 5 London Houses

London—English film circles believe that Paramount has closed a deal involving more than $5,000,000 for the controlling interest in five British theatres. The houses are the Astoria in Brixton, Finsbury, Finsbury Park, Streatham and Old Kent Road.

●

Hammerstein Peeved; To Make No More Pics.

New York—Arthur Hammerstein is in a great huff. He got a look at the picture he made for United Artists, "The Lottery Bride," at a preview up in Yonkers and is telling everyone the studio ruined it in the cutting.

He says he will make no more pictures for United Artists or any other company.

●

"Right to Love" Done

Shooting on "The Right To Love" has been completed. The picture stars Ruth Chatterton, and Paul Lukas and David Manners head the supporting cast. Lukas will leave for New York on or about November 5 to make "Ladies' Man" at the Paramount Astoria studios.

●

New One For Anderson

John Murray Anderson is to produce another for Universal, based on an original story by Billy K. Wells, Ed Luddy and C. Jerome Horwin. No title has been selected. Al DeMond will be the associate producer.

PAUL PEREZ

ORIGINALS,
CONTINUITIES
ADAPTATIONS
and DIALOGUE

FOX

Exclusive Representative

Ruth Collier, Inc.
CR. 4161

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FIRST NATIONAL STUDIOS

Practically the only activities at this studio these days are in the making of foreign versions. Seven of the eighteen announced two months ago have been completed, two more are in production now, and four in preparation. The two in production are:

"MOBY DICK"—In German, under title of "Daemon des Meeres," directed by Michael Curtiz, with Wilhelm Dieterle and Lissi Arna in the roles played in English by John Barrymore and Joan Bennett.

"THE AVIATOR"—In French, under title of "Un Aviateur Malgre Lui," starring Douglas Fairbanks, Jr., with Jeanne Helbling and Vital Geymond. Directed by William Seiter, from original story by Humphrey Pearson and Irving Asher.

Pictures in Preparation

"KISMET"—In German, to be directed by Wilhelm Dieterle. Wladimir Sokoloff, Ufa star, will play the Otis Skinner role, supported by Dita Parlo, also from Ufa, and Gustav Froehlich.

"THE SACRED FLAME"—In German, with Dita Parlo and Hanz von Twardowski in the leads.

"SHOW GIRL IN HOLLYWOOD"—In French, to be directed by John Daumery, and with Helene Darley, Suzy Vernon, and Leon Larive in the cast. Earl Baldwin is doing the continuity.

"THE LADY WHO DARED"—In Spanish, directed by William McGann.

TEC-ART STUDIOS

This studio has three shorts and one serial working, with two feature productions in final stages of preparation ready to start within the next two weeks.

Pictures Now Working

"VOICE OF HOLLYWOOD"—Series with Louis Lewyn directing for Tiffany release.

"MICKEY MOUSE"—Series continues to be made here under the direction and production banner of Walt Disney.

"VAGABOND" adventure series of shorts being produced by Tom Terriss and directed by Elmer Clifton.

"PHANTOM OF THE WEST"—A serial being produced by Nat Levine for Mascot release with an all-star cast. Ross Lederman directing.

Pictures in Preparation

"THE MIDNIGHT SPECIAL"—To be produced by Chesterfield with Duke Worne directing, from story by M. A. Anderson and script by Arthur Hoerle. Cast thus far has Glenn Tryon and Merna Kennedy.

"THE ETERNAL SACRIFICE"—To be produced by Willis Kent with an all-star cast.

PATHE STUDIOS

This plant has one feature working, with one in final preparation, ready to start as soon as a suitable cast can be obtained. It also has one short, which goes into production today, with Wallace Fox directing and Bob Carney and Si Wells co-featured.

Features in Work

"PAINTED DESERT"—From an original by Howard Higgin and Tom Buckingham, who are also credited with the screen adaptation. Cast has William Boyd, Helen Twelvetrees, William Farnum, J. Farrell MacDonald and Clarke Gale. Howard Higgin is directing.

Features in Preparation

"REBOUND"—Taken from play of the same name by Donald Ogden Stewart, with Horace Jackson writing the treatment. So far Ann Harding has been the only person selected for the cast. E. H. Griffith will direct.

CINEPHONE STUDIOS

This is a leasing studio, renting to independent producers, and has six units in work including:

Harry Webb directing a feature length Western with Starlight, the horse, featured.

Bobby Ray directing the third of a series of two-reel comedies for Rayart release.

Robert Horner producing a feature length Western, titled "Hoofs and Spurs," with an all-star cast, for the independent market.

"The Little Baker" being produced expressly for the Italian market and directed by Senor De Pascali.

J. P. McGovern is directing another feature length Western with an all-star cast for the independent market.

David Kirkland started the third feature length Western this week, with Fred Church starring.

PRODUCTION NOTES

Claire Luce added to cast of "The Painted Woman" at Fox. Irving Cummings will direct.

●

John Ford and a company of players and technicians left for Catalina Saturday to film water scenes for "Seas Beneath" for Fox.

●

Louis King, of Columbia, left Saturday for Palm Springs, seeking a suitable desert location for scenes in "Vengeance," which is to star Buck Jones, with King directing. Stuart Anthony has adapted the story from his novel of the same name.

●

Mel Brown, who directed "Check and Double Check" for RKO, has drawn "White Shoulders," with Evelyn Brent featured, as his next assignment.

●

Zelda Sears added to the cast of "Inspiration" at MGM.

●

George Irving, noted character actor, has been added to the cast of "Resurrection" at Universal. Lupe Velez is starred and Edwin Carewe is directing.

●

Complete cast in "Reaching for the Moon" at U. A., has Douglas Fairbanks, Bebe Daniels, Jack Mulhall, Edward Everett Horton, June MacCloy, Claud Allister, Kate Price, Emmett Corrigan, Adrienne d'Ambricourt and Walter Walker.

●

Carmelita Geraghty to Tiffany to play the part of Queenie, in "The Midnight Stage." Herbert Weber placed her in this Ken Maynard western.

●

Willis Marks, veteran stage actor, has been signed by Charles Brabin for the cast of "The Great Meadow," which he is directing for MGM.

●

Johnny Grey is preparing the script for the next Nick and Tony comedy, produced by Louis Brock.

●

Myrna Loy, Lunmsden Hare and William V. Mong have been added to the cast of "Connecticut Yankee."

Dramatic Play For Dorothy Mackaill

Dorothy Mackaill's next starring picture for First National will be "The Green Cat," taken from a German play by A. W. Willmer and E. Rubicius. The play has had successful runs during the past year in Berlin and Vienna. It is an intense drama.

Miss Mackaill, who returned from Europe recently, saw the play in Berlin and induced Warner Brothers to buy it. William Seiter will direct, and Francis Faragoh will do the adaptation.

●

Pierce to Direct

A Leslie Pierce has been signed by Al Christie to direct some of the forthcoming Educational-Christie releases. Pierce directed the dialog on "Charley's Aunt" for Christie.

PAUL PEREZ

ORIGINALS, CONTINUITIES, ADAPTATIONS and DIALOGUE

FOX

Exclusive Representative

Ruth Collier, Inc.
CR. 4161

'Theme Song' a K. O. -- 'Sin Ship' Is Poor -- 'Rogue' Is Terrible

Sono-Art Film Is Just 'Tripe'

"ROGUE OF THE RIO GRANDE"
Sono-Art

Direction ..... Spencer Bennett
Supervisor ..... Clifford Broughton
Photography ..... Eddie Snyder
Story ..... Oliver Drake
Dialog ..... Oliver Drake
Cast: Jose Bohr, Myrna Loy, Raymond Hatton, Carmelita Geraghty, Walter Miller, J. Pressler Burt, Gene Morgan and Fred Parker.

This is possibly the slowest "moving" picture, talkie or silent, that it has been our misfortune to see. There is absolutely no action until the very end—and then there isn't much. Only a firm resolve to do our duty to the bitter end, kept us seated until it was finally over; and even the preview audience, which was anything but sophisticated, groaned under the strain.

There is practically no story to "Rogue of the Rio Grande," which concerns itself for the most part with what is supposed to be a dashing bandit character (but isn't) and his long-winded and unbelievably slow speeches about what a hot dish he is. There must be about one hundred close-ups of this character's flashing smile—the only thing in the whole picture that flashed. There is not one new thought or situation throughout it's entire length, the Rogue starting out as a Mexican Robin Hood, then trying to be a humorous "Bad Man," and ending with falling in love with a dance hall singer and deciding to reform.

Every character in the picture could have taken a long nap between sentences. The whole thing has been directed in the manner of our earliest and most stilted talkies. Every player is acting all over the place every minute, and the picture just drags and drags to a point far beyond weariness. Some of the dialog is very funny—but it's not supposed to be.

The picture's only merit lies in its photography by Eddie Snyder, which was excellent. Poor Raymond Hatton, who had practically nothing to do but mumble "Buena"! four or five times, but, as usual, did it well, created the only laughs.

Jose Bohr seems likable, but cannot be judged on the merits of his performance in "Rogue of the Rio Grande," for we do not know whether to blame him or the director for the manner, or rather lack of it, in which he delivered his lines. Myrna Loy, too, weighed every word and only added to the general depression. The title may draw in localities where they are hungry for Westerns of any type, but it can't please 'em. "Rogue of the Rio Grande" is unmitigated tripe.

What They Cost

When inclined to marvel at the cost of motion pictures, consider these prices paid for material.

"Farewell to Arms," bought by Paramount for $80,000. "The Torch Song" at $62,500, and "Dancing Partners" at $55,000, both to MGM. "Up and Up" to Universal at $30,000. And William Harris refused $80,000 for "The Greeks Had A Word For It."

Sennett Short All Box-Office

"HOLLYWOOD THEME SONG"
Mack Sennett

Direction ..... William Beaudine
Photography ..... Max Stengler
Screen Play—John Waldron, Walter Weems, Jack Jevne, Bill Dugan, Dave Silverstein.
Film Editor ..... William Hornbeck
Music and Lyrics—Bill Dugan, Dave Silverstein.
Cast: Harry Gribbon, Patsy O'Leary, Yola D'Avril.

Mack Sennett has a knockout in this comedy and Educational is going to crown itself with exhibitor blessings when it is released. It is comedy as it should be made, and, although a trifle long in its preview form, which will certainly be cut, "The Hollywood Theme Song" will take its rightful place as the ace comedy bet so far made in a short-reeler.

It has a war background, but a background that has never before seen the camera. Harry Gribbon is the boy, coming from a small town that only had one life to give to its country and that was Gribbon. He carries a three-piece band with him all through the war and, in the most trying circumstances, Harry breaks out in song, accompanied by his band. This idea alone is sufficient to put a two-reeler across. But that is only one gag. The picture is filled with others and the preview audience laughed so long and so heartily that many of the comedy bits were drowned out.

Gribbon is great in his part, and stamps himself as one of the funniest men in pictures. Yola D'Avril, as the dangerous spy who knows every movement of the troops, is excellent. Patsy O'Leary, Gribbon's sweetheart, who follows him to the front, is O. K.

There are five people credited with having written the yarn and the dialog, and Sennett should pin a medal on each of the five, in addition to doing everything he can to keep Bill Beaudine out on the Sennett lot doing more comedies, for his direction was perfect.

Mr. Exhibitor, don't miss this one. It's a wow and will make an evening's entertainment even though you have a very weak feature picture.

Radio Picture Full of Faults

"SIN SHIP"
Radio

Direction ..... Louis Wolheim and Lynn Shores
Original Story ..... Keene Thompson and Agnes Leahy
Adaptation and Dialog—Hugh Herbert
Photography ..... Nick Musuraka
Cast: Louis Wolheim, Mary Astor, Ian Keith, Hugh Herbert, Russell Powell, Alan Roscoe, Bert Scarkey.

This one will add little to your bank balance at the end of the week's checkup. Your regular theatre trade will see it and leave a bit disappointed. You had best not go out of your way to get additional patronage.

It is hard to say who should be burdened with the blame for the big faults of this production. Maybe the adaptation and dialog, maybe the direction, and more reasonably, both. The story had a big idea that was never properly developed in the telling. It should have been an unusually good picture, for the basic thought for the story was new and only required the proper telling and direction. Both of these were muffed and badly muffed.

The story concerns a small freighter, its crew and a pair of crooks—man and woman. The title of the picture and a brief word spoken here and there, would have you believe that the ship's crew was a sinful lot, but other than a rough beard or two, some dirty clothes and slouchy walks, they appear to be very weak. However, the man and woman crooks in the guise of a minister and his wife, induce the ship's captain to journey them to a distant spot. The captain takes one look at the wife and says O. K. The rest of the yarn is concerned with the captain trying to grab the wife, his turning good due to her reprimand, his finding out they are crooks, the detective from Frisco shooting the supposed husband, and captain and girl walking out of the picture for a new and better world.

Louis Wolheim, as always, is perfect in the role assigned him. Mary Astor is excellent as the girl. This Astor person has certainly found herself since talkies came into being. She has looks and ability to spare. Alan Roscoe was great in the comedy part. The rest of the cast, consisting of Ian Keith, Hugh Herbert, Russell Powell and Bert Scarkey, were O. K.

The photography of Nick Musuraka was fair and bad.

•

Richardson Quits Films

Frank Richardson whose contract with Fox was abrogated recently for a cash consideration, leaves tonight for Chicago where he will open at the Palace in a vaudeville skit. The actor has denitely abandoned pictures and is returning to the stage for all time.

Business Is Bad In Berlin

Berlin—Theatre business in Berlin and throughout all of Central Europe is way below normal, in spite of some very good attractions playing the houses.

The high spot in box office is the business being done by the "King of Jazz." The picture is topping all records throughout all of Germany in the first run spots, and the smaller houses are dating it in for longer runs than are usually alotted to attractions.

Buster Keaton's "Spite Marriage" is playing two Berlin houses, the Universum and the UFA Pavillion, to poor business.

Greta Garbo, a great German favorite, is not doing so well with the silent MGM picture, "The Kiss," this in addition to a marvelous symphony orchestra.

"Redskin," the Richard Dix Paramount picture, playing the Marmorhaus, is a flop. The Berlin critics hopped on it with both feet.

The Jannings picture, "Liebling Der Goetter" (Sweetheart of the Gods) is doing O. K. in its third week at the Gloria Palast, as is the Carl Froelich production of "Brand in Der Oper" (Fire in the Opera House) at the Capitol, now going into the fourth week.

•

"Old English" Flops In St. Petersburg

St. Petersburg, Fla.—The feature of the week in St. Petersburg theatres was the bad flop of "Old English," the George Arliss piece playing to very poor business at the Pheil. "Disraeli" did big business at each of three showings here, but the last picture by Arliss did not appeal.

Business was only fair on other pictures until "Whoopee" packed 'em in at the Pheil Sunday and Monday. "Monte Carlo" did fairly well and pleased those who saw it.

Publix sent its southern supervisor, John Friedl, here this week to see that the 3,200-seat Florida has good sound. Technicians are at work on the house and promise perfect results. Sound has been poor there. The theatre is still closed and may not open until Christmas.

•

20 New B. & K. Houses

Chicago.—Publix-Balaban & Katz will build twenty new theatres, involving an expenditure of $12,000,000, in Illinois, Iowa, Michigan, Ohio and Wisconsin.

Our Research Material is an inexpensive way to secure "Production Value."
International Kinema Research
HE-8761 Hollywood Security Bldg.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

THE DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Darryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada. $10.00; Foreign. $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

PATRICK, Cardinal Hayes, on his arrival in Los Angeles Friday for a brief visit, said: "Motion pictures are on a much higher moral plane than the average novel or stage play of today. Current fiction and drama descend to depths of foulness, carnality, sensuality. Motion pictures are not perfect, but they are striving to maintain decent standards through self-regulation by the producers, under Will H. Hays."

This, coming from one of the greatest churchmen, is a tribute to the entire motion picture industry and re-affirms the standing the motion picture theatre has throughout the world. It is an endorsement of motion pictures from a man who very rarely speaks for publication, and a man whose every word carries a great message, not only to Catholics, but to every religious sect.

●

THERE is no excuse for filth in pictures. Producers can gain no extra play dates by the use of it, nor can an exhibitor hope to attract a paying patronage week in and week out by a screen display of speech and action that riles even the most broadminded.

We saw a picture the other night that disgusted us, and the queer thing about the whole production was the fact that Hays originally banned the story for the screen, and the producer, in cleaning up the yarn, lost the entire value of the story. Evidently, after they got into the thing and found how weak it was, they decided the best thing to do was to dirty it up a bit through the costuming and gyrations for sensuous intent of the feminine members of the cast.

●

AN untrained eye could tell immediately what the producer was after and, as a result, even the most liberal would turn up their nose at these scenes.

Had the play been done as originally written, the effect on any audience would not have been half so bad as that of the picture the producer finally made. As it is, he has a flop on his hands and the disgust of almost everyone that goes to see it.

"Way of Sailor" Set Back in N. Y.

New York—The Capitol in New York has revamped its bookings, which shoves the Broadway showing of "Way of a Sailor" back to November 14, instead of the proposed opening last Friday. The new schedule calls for "Big House," now playing, to be followed by "A Lady's Morals" this Friday, and "Brothers," the Columbia picture, on November 7.

No reason was given for the switch in "Way of a Sailor," which took place twenty-four hours before the opening.

●

Calcutta Theatres Are Installing Sound

Washington—Calcutta is to have more talking picture houses, according to U. S. Trade Commissioner Flake. Three more theatres are now installing American sound equipment, one of them being the New Empire, the only theatre in Calcutta attended by Europeans where stage shows are produced.

The Madan, which has just bought a new pipe organ, also has gone for sound, and the Crown is already running talking pictures. The Crown is patronized exclusively by Indians.

●

"Outward Bound" Moves

"Outward Bound," which has been on view at the Hollywood Theatre for the past six weeks, will be transferred Thursday to Warner Brothers Theatre, where it is to continue its run. It will succeed "Old English."

Contract and Wife Same Day

A new contract with Warner First National and a new wife were the two prizes that Joe Donahue drew in the same day. The contract was signed in New York, and, after affixing his signature, Donahue drove to Greenwich and married Miss Margaret James.

Burch Now Assistant RKO Studio Manager

Following his return to Hollywood from a six months' stay in England, Johnny Burch, unit business manager for Radio Pictures, has been promoted to the position of assistant to C. D. White, general studio manager.

Burch headed a group of talking picture technicians sent by RKO to London to assist Basil Deane, British director, in filming "Escape" and "The Imperfect Alibi," for Associated Radio Pictures.

●

Louis Simon in a New Comedy Series

New York—Louis Simon, well-known stage and screen comedian whose latest appearances have been for Pathe, will be the star of a series of two-reel talking comedies to be produced by Simple Simon Comedies, Inc., organized by Mack Stark, formerly head of the music sales department of Paramount-Publix.

THE LOWDOWN

Hollywood portrait No. 1: Three years ago he was working for $7.50 a day and glad to get it. Today his pay check is in four figures and he's peeved because his agents get so much of it. At first he was very modest and awed by his sudden and tremendous success. Today he believes everything the publicity departments write about him. He has the world's most infectious smile. He knows it. His personality is dynamic. He will tell you all about it—"kidding on the level." He has worked in more pictures during the past two years than possibly any other featured player or star. He is young, terribly funny—and versatile. He is no high-brow. He is not high-hat. Everybody like him. Who is he?

●

A well-known writer, now out of a job, was glimpsed on the RKO lot by one of the force last Monday. Tuesday he was seen at Paramount, and one Wednesday someone came in and announced he had just spoken to the fellow over at MGM. "No doubt," piped the office vamp, "he's freelancing."

●

It is most evident that local chatterers are having a tough time hustling news to wire to their papers. One of great prominence who lifts from the Hollywood Reporter almost daily, grabbed a yarn that Jimmie Quirk used in Photoplay three months ago. Which brings up the quip of one of the local wags that the column should be labeled "behind the news."

●

James Cruze is vacationing these days. He hasn't gone away on any fishing or golf trip but, according to his press agent, he is resting at his home in Flintridge, "where GARDENING and BOTANICAL STUDY afford him a needed relaxation."

●

We will never understand why the lovely Vilma Banky was forced to seek greener pastures than Hollywood with the advent of talkies. She gave a marvelous performance in the difficult leading role of "Sunkissed" (They Knew What They Wanted) and her accent was barely discernible, much less so than that of many a still thriving star. We'd like to know the real Lowdown.

●

Hold your chairs. Jack Warner has turned author. He has contributed an article on talking pictures in a symposium edited by Oliver M. Sayler, published by Brentano under the title, "Revolt in the Arts."

Amos 'n' Andy Ads To Cost $180,000

Radio Pictures will spend $180,000 in newspaper ads in the nation-wide campaign for the nearly 300 simultaneous openings of Amos 'n' Andy in "Check and Double Check." The picture will have its first New York showing next Friday night.

That will be RKO night on Broadway, for it marks the opening of the new Mayfair Theatre, which RKO has leased from Walter Reade for fifty years. This was the old Columbia, the burlesque house, at Broadway and 47th street.

●

Mendoza To Succeed Rapee At Warners

David Mendoza, formerly musical director at the Capitol theatre in New York, is the new general musical director for Warner Brothers, succeeding Erno Rapee, who returns to New York November 1 to resume the direction of the orchestra at the Roxy theatre.

●

Paramount Likes Lobby Dance Idea

Brooklyn—The local Paramount was so successful with the idea of holding a lobby dance after the last show at night when it was tried last week, that it now goes in as a permanent affair, with the exception of Saturday and Sunday nights.

Marty Hirsch and his orchestra will furnish the music.

●

McCabe At Roosevelt

Robert J. McCabe, former manager of the Half Moon Hotel in Coney Island and other Eastern houses, has replaced Frank Cummings, Jr., as manager of the Roosevelt hotel. McCabe is primarily a California hotel man, having managed the Arlington in Santa Barbara before leaving for the East.

●

Graves Actor-Director

The contract that Ralph Graves signed with Metro-Goldwyn-Mayer calls for him to work as both actor and director, at the discretion of the production heads.

●

F. N. Sales Head on Tour

G. I. Sears, Western sales manager for First National, is on a tour which will last several weeks and will take him to all the First National exchanges in the West.

●

Standard Contract Loses

(Continued from Page 1)

every court in the land for a decision.

The Grand refused to play a group of MGM pictures, due to the fact that the same pictures were sold to Fort Francis, Ontario, just across the Canadian border. Fort Francis was given protection against the Grand, which claimed the value of the pictures was lessened if it had to play after the Canadian town. Metro-Goldwyn-Mayer thought otherwise and took the case to court, asking for $10,000, the total amount of the contract.

THE Hollywood DAILY REPORTER

Vol. 1, No. 39. Price 10c — TODAY'S FILM NEWS TODAY — Monday, October 27, 1930

AL SMITH IN MERGER

Is Directing Confabs On Proposed Fox-MGM-Warner Combination. Raskob and Dupont Other Factors

Albany, N. Y.—The scene of the Fox-MGM-Warner merger confabs has been shifted to Albany, with Al Smith, former Governor and former Democratic Presidential candidate, in the chair. Those in on these meetings, which have been going on for the past week, are, in addition to Smith, J. J. DuPont, William Fox, Harley Clarke, John Raskob, and banking representatives from Halsey, Stuart and Co., Hayden, Stone and Co., Goldman, Saks and Co., Pynchon and Co. and Chase Securities.

All preliminary details have been ironed out and further discussions will be deferred until after election, November 4, with a positive yes or no on the whole transaction to be decided on or before November 15.

The name of Al Smith has been mentioned in every picture that John Raskob and William Kenny have been in, as it is a positive conclusion that where this pair goes, there goes Alfred E.

William Fox is said to have interested Raskob in this proposed merger primarily, and he in turn brought in Kenny and Smith who, with their banking affiliations, formed a pool for the buying and control of the Warner stock.

Standard Contract Loses Court Fight

Minneapolis—The old standard contract that distributors formerly insisted on exhibitors signing, received another severe jolt when the case of Metro-Goldwyn-Mayer against the Grand Theatre, International Falls, Minn., was settled out of court with MGM dropping its claim for $10,000 damage and the exhibitor taking up all unplayed pictures, paying half the contract price for same.

This case aroused nation-wide interest, due to the issue and the fact that the Grand Theatre was owned by the Kakus Lumber interests, who were ready and willing to fight in

(Continued on Page 2)

Hit and Double-Hit

The Orpheum theatre set a local precedent when it opened Saturday at 8 A. M. and had customers lined up at the box office at seven, for the second day's showing of the Amos 'n' Andy picture, "Check and Double Check." The house was a complete sell-out at 10:15 A. M.

Radio's Sprinkler Kids the Firemen

The fire sprinkler system at Radio studios, which lets the fire department know that something is wrong, became too ambitious Saturday night and ,without any signs of fire, more than twelve fire companies raided the studios in quest of a flame.

Upon checking up on how the alarm was sounded, it was discovered that a weak spot in the sprinkler system on Stage Five had given way, which automatically sounded a general alarm.

Oldknow to East, Arthur to West

New York—Oscar Oldknow is expected in New York in two weeks for a confab with Fox execs, after which he will return to the coast, accompanied by Harry Arthur.

There will be no active head appointed for the Fox West Coast string, but it will come under the head of all Fox theatres, with Oldknow and Arthur alternating in the chair formerly held by Harold B. Franklin. While Arthur is in Los Angeles, Oldknow will be in New York, with a switch every three months.

MGM To Produce In New York Again

New York—Following the increase of activity at the Paramount Long Island plant, MGM is preparing the old Cosmopolitan studio for production in the near future. It is expected that features will be produced, under the supervision of Frank Rhorenbeck, formerly assistant to Major Bowes.

Metro leased the studio for five years about two years ago, and made a few shorts and many tests there.

NEW WRITER CONTRACT IS BEING LAUGHED OFF

Several of the major producing companies have been trying, without any success at all, to sell their writers the idea of a 26-week contract, the studio reserving the right to call on the writers for work at any time during the year.

A number of writers have been approached and, while they are all indignant at the suggestion, seem to think it better to try to laugh off the proposition, rather than appear to take it seriously.

Their indignation is due to what they consider the manifest unfairness of the idea. The writers say that, if they are tied up on such a contract, being paid for only six months of the year but being on call at any time, it would prevent them from accepting

(Continued on Page 5)

Cantor May Write His Next Picture

Eddie Cantor and Sam Goldwyn have given up the idea of producing a legit musical with the former starred, but instead are searching for a suitable vehicle to be used for the next Cantor screen production.

Cantor is thinking seriously of writing an original story in the event a proven play or musical can not be obtained.

"Three Bad Men" Signed

Victor McLaglen, Eddie Gribbon and Lew Cody have been assigned by Fox to play the leads in "Land Rush," formerly "The Three Bad Men," while Robert Warwick will play the part of the heavy. Production goes into work this week, with Ben Stoloff directing.

Musical Barkie Next

The next dog comedy turned out by MGM, "The Barks Brothers," will be a satire on recent musical revues. The dogs are dressed as humans with synchronized speech, as usual, but with music also in this one.

First Nat. Appeals

New York—First National has filed an appeal against the credit committee ruling handed down in the New York district court.

Zierler Going East

Samuel Zierler is leaving shortly on a trip to New York to look over stage plays with an eye to new screen material for the James Cruze Productions, of which he is president.

No F. & M. Shows in N.Y.

Plans for the production of Fanchan & Marco stage shows in New York have been abandoned for at least another twelve months. It was expected that Loew would route the F. & M. shows through its chain, but since this plan has not gone further than the initial stage, it has resulted in the decision to withdraw production activity from the hub of the theatrical world.

Young in "Squaw Man"

Roland Young has been engaged by C. B. de Mille for the cast of "The Squaw Man," his coming production for MGM. This is the first engagement for the cast. Young will have the comedy role of Sir John Applegate.

JIMMY STARR (Cinematters) **Says: "Richard Boleslavsky has proved himself a director both practical and distinguished in 'Last of the Lone Wolf'." (s. s.)**

Japan Good Market For Silent Films

Washington—Owing to the difficulty of the Japanese understanding English, silent pictures, or those synchronized with sound and music, are the most popular in Japan, according to Consul General Garrels, at Tokio.

Japan has at present about 1327 theatres, of which 30 show foreign films only, 160 show mixed programs of Japanese and foreign, and the rest only Japanese productions. Only 21 of these theatres are equipped for sound, these being practically all the houses able to buy sound equipment.

Picture production in Japan is increasing. The combined capital of the Japanese companies is estimated at $125,000,000, of which all but about $8,210,000 is of private concerns or independents. The two leading concerns produce 180 pictures a year between them, each film costing approximately $10,000. The length of pictures is limited by the police regulations, the standard length picture being about 17,000 feet.

The popularity of pictures is shown by the fact that, in 1929, the attendance at pictures theatres was estimated at 152,439,000, as against 40,055,000 at other forms of entertainment.

Theatre Guild Takes Local Scribes' Play

Otis Wile and Marjorie Driscoll, co-reporters on the Los Angeles Examiner, have collaborated on a play which has been accepted for production by the Theatre Guild in New York. The title of the story, which has a similar theme to "Journey's End," insofar as it calls for 100 percent male cast, will be "Cease Firing."

Cissie Loftus Here

Cecelia Loftus, who has been identified with the stage and screen for the past 25 years and who was one of the pioneer screen actresses in Hollywood, has returned here and will have an important part in "East Lynne," shortly to go into production at Fox with Frank Lloyd directing.

Canada Jumps Censor Fee

Toronto—Canada has increased the censorship fee on imported pictures from $3 to $10 a reel. For British subjects, the price has been advanced $4. These distributors formerly paid the same as the Americans.

Ryan on Third Comedy

Phil Ryan is soon to start on his third Chester Conklin comedy for Paramount, the second having already been shipped.

Jobyna Ralston Better

Jobyna Ralston, now recuperating from a serious attack of pneumonia, left Saturday for Palm Springs, where she is expected to remain until completely recovered.

Indianapolis and St. Petersburg
Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

INDIANAPOLIS

"THOSE THREE FRENCH GIRLS"
Palace Theatre

Star: Naughty but nice. It will amuse you for a while and that is an honorable mission in the life of a film. It serves a good purpose and not every picture can be great.

Times: It has its bright spots but when the last scene fades away, the satisfaction that sends one smiling from the theatre is not there. Just another picture, not so hot.

News: A farce of the most hilarious variety. Taken as such, it is a fairly entertaining movie.

"UP THE RIVER"
Apollo Theatre

News: Seems to lack coherence. Nevertheless, is an extremely amusing photoplay.

Times: The author and director have created such an over-exaggerated prison atmosphere that much of the comedy is sidetracked.

Star: Genuine comedy. Those who keep themselves from seeing it will be cheating themselves of a good time.

"THE BAD MAN"
Circle Theatre

Star: It is an engrossing bit of action, amusing and provocative, good melodrama.

Times: I rather think that Walter Huston had a better conception of the play than the director. So much talking precedes the big moments.

"PLAYBOY OF PARIS"
Indiana Theatre

Times: Fair entertainment, but needs an added punch to bring it up to standard.

Star: Agreeably sophisticated entertainment. Should give Chevalier a firmer American footing. He dominates this picture.

"SCOTLAND YARD"
Lyric Theatre

Star: We believe it could have been a better play with brighter dialog.

News: Excellent entertainment, for it is splendidly performed by the actors, well photographed and nicely staged.

ST. PETERSBURG, FLA,

"TOP SPEED"
Alcsar Theatre

Evening Independent: It did not seem funny to me. You have seen such plays scores of times.

"UP THE RIVER"
Alcazar Theatre

Evening Independent: Amusing travesty on prison life with a cast of stage players that is excellent.

"ANYBODY'S WOMAN"
Alcazar Theatre

Evening Independent: Well staged, well directed and well acted, but I have seen plays that were better than this one, which has too much drinking and drunkeness.

"OLD ENGLISH"
Pheil Theatre

Evening Independent: Thoroughly human and always entertaining.

"WHOOPEE"
Pheil Theatre

Evening Independent: Best of its kind that has been put on the screen. Those who have not seen it have a real treat ahead of them.

Voight Exploiting

First National has sent Herbert Voight, its studio publicity director, to San Francisco, where he will personally supervise the theatre exploitation campaign on "The Girl of the Golden West."

Gillstrom Starts Work

Arvid Gillstrom has started work for Educational, directing an all-star cast in a Mermaid comedy. The cast includes Bobby Agnew, Margaret Clarke, Alberta Vaughn, Tyler Brooke and George McFarlane.

Ten Pictures In Berlin Studios

Berlin—There are ten German pictures in production in the Berlin studios this week, which is two more than were being photographed last week, but this schedule, although better than for many months, is not sufficient to supply the demand for pictures in the German theatres throughout Central Europe.

If the Government sticks to its announcement that the kontingent will be rigidly enforced, there will be a great shortage in pictures for exhibition around the first of the year, a shortage that will do considerable damage.

The Terra Company is in considerable difficulty and only a new financial deal will put this company on its feet.

Watch Out For More 'Dark Africa' Stuff

Technical Cinema Schools, engaged in teaching all the technical arts of picture-making, has gone into the production field by acquiring several cans of negatives filmed in the darkest quarters of Africa.

They claim to have sufficient material to make "Ingagi" and "Africa Speaks" a pair of weak sisters when it comes to thrills and hitherto unrevealed action of natives in regions never before explored.

Rubin in "Humanettes"

Benny Rubin was signed by Leigh Jason yesterday to star in the next of the "Humanette" series. It will be a satire on courtroom stuff, and it is planned for Rubin to do fourteen characters. A new device will be used, splitting the screen five times for a scene, in order to have Benny appear as five different people in the same sequence.

Brandt Spurring Suit

New York—Billy Brandt has asked the court to move up on the calendar his suit against A. C. Blunmenthal for $600,000, alleged to be due him as commissions on collecting the indie exhibitors who sold out to Fox two years ago.

Moore Replaces Craft

Vin Moore has been assigned to replace William Craft in the direction of "Oh, Baby Won't Tell," shortly to go into production at Universal, as a sequel to "The Little Accident."

Reason for the switch is that Craft has been ordered by his physicians to take a long rest.

Museum in Theatre

Syracuse—Raymond Jones, manager of the Paramount theatre, is planning a permanent exposition of Made-in-Syracuse products on the mezzanine of the theatre. Displays will be changed weekly, and a trailer will call attention to the exhibits.

PANHANDLING BY RADIO ARTISTS ON THE INCREASE

The tipping system in France has nothing on the begging system used by many of the local radio artists, who become the pets of the local stations and are permitted to ad lib their chatter without censorship.

This condition allows the artist to slip in a little bit of subtle begging, such as: "Whoever sent me that $300 banjo will confer a great favor on me if they will send in the address of the store where it was purchased so I can exchange it for a couple of flutes or saxes. I have four banjos already and can only play one at a time."

One of the many sweet-voiced melody crooners has the habit of answering requests for numbers in a manner something like this:

"I am going to sing this number for a very dear, ardent fan, Mme. Eglutz, from Asuza, who has just sent me the most gorgeous bouquet of roses. Of course, I am not allowed to thank the Madame over the air, but you bet she will get a very sweet letter from me this afternoon."

Individual Presents

There are so many saps listening in on lines of this kind that they fall for the come-on and, instead of sending the gal flowers, each one will want to become more individual. The result is the artist receives a collection of presents, ranging from a box of candy to hand-crocheted lingerie.

The habit of sending presents as a token of appreciation for an artists' work did not begin with the artists asking for them, but started voluntarily after the stations requested the listeners to send in applause cards. The applause cards and fan letters are continuing to come in, but there is always that number of generous fans who believe a card doesn't mean much to the life of an artist and will supplement the applause with something more material.

This system was looked upon at first as something unusual when one or two presents were delivered to a radio station, but, as time went on, the artists saw the possibility of increasing the flow and began to cast out a little propaganda wherever they could, until now it has become a commercial proposition. The present-day artist, if he has any measure of popularity at all, figures that the presents must make up a large part of his earning power.

Better Graft At Night

Stations conducting midnight frolics and all-night programs have the edge on the more conservative programs broadcast during the day in this respect, that such programs lend themselves more to whoopee-making and appealing to whoopee-makers listening in. Most everything goes here, and when they announce that the artists are having a nice little party, the listeners magnify the suggestion and either send a case of beverages, or a caterer to give the boys a big spread right in the studio.

Not all the gifts are small, but range in price from $10 to $500, with the men receiving such items as cigars, wrist watches, lounging robes, musical instruments of all kinds, books, merchandise orders on haberdasheries, etc. As for the women, who generally get double the number of presents received by the men, their list includes everything that a woman could use. Most of the presents are from mashers who want to make a crush and who will often follow up the present with a letter, asking an opportunity to meet the artist in person. Such requests, of course, are either ignored, or acknowledged by a well-worded letter, stating in a nice way that there isn't a chance.

●

Eddie Ward To Write Score For Bordoni Play

Eddie Ward, recently of the First National composers staff, is back in town after making a trip to New York to confer with Irene Bordoni and the producers of her new play, "French Dressing."

Ward has been commissioned to write the music for this new play and will work it out here in his Laurel Canyon hideaway. The composer, however, will not get down to any serious work until after a brief honeymoon trip with his new bride, Yola d'Arvil. They were married recently at Noah Beery's Paradise ranch.

●

Sid Garry to New York

After several months in Hollywood, trying to get a picture connection, Sid Garry, well known baritone, leaves for New York tonight to seek stage engagements.

●

Writers Shy At New Plan

(Continued from Page 1)

any other work. The producers have assured them that no objection will be raised to a writer working for other firms, but the scribes can't see it that way. They figure that they might just get started on an outside job and then be called back by their contracts.

From the present aspect, the proposition will not go through.

Art Schwartz

Said It Was

'ONLY A MIDNIGHT ADVENTURE'

But

'TOMORROW IS ANOTHER DAY'

Which about covers everything in the present demand for popular songs from the—

Music Center of the World

HOLLYWOOD

Twelve Best Sellers

The leaders of sheet music in aggregate sales along the Pacific Coast for the week ended October 24 are as follows, in this order:

"Moonlight on the Colorado," (Pop) by Shapiro-Bernstein.

"Little White Lies," (Pop) by Donaldson, Douglas & Gumble.

"Kiss Waltz," ("Dancing Sweeties" WB) by Witmark.

"My Baby Just Cares For Me," ("Whoopee," UA) by Donaldson, Douglas & Gumble.

"Betty Co-Ed," (Pop) by Carl Fisher.

"Down the River of Golden Dreams," (Pop) by Feist.

"Here Comes the Sun," (Pop) by Robbins.

"Dancing With Tears," (Pop) by Witmark.

"Bloom on the Sage," (Pop) by Preeman.

"Beyond the Blue Horizon," ("Monte Carlo," Par) by Famous.

"Three Little Words," ("Check and Double Check" Radio) by Harms.

Ed Beck to Detroit

Ed Beck, former producer of the George Olsen floor shows, has moved his portfolio to Detroit, where he will engage in staging trade shows in that city, including the Detroit annual auto show, food show and the annual radio exposition.

Publishers Seek Old Hits To Revive

Ever since the "Stein Song" made such a remarkable record in the realm of popular sellers, music publishers have been searching through the archives of old hits for a revival.

Famous has been the nearest to achieve any success along this line with the recent re-publishing of a song written three years ago by Con Conrad, titled "Don't Send My Boy To Prison," which looks like a duplication of the "Stein Song" hit.

The number was revived by a Chicago band, which played it nightly until Famous heard of its mid-western popularity and bought up the publication rights.

●

Max Steiner Heads RKO Music Department

Max Steiner, who was brought here from New York several months ago, ostensibly to write the screen version of a music score for "Babes in Toyland," is now general musical director of the RKO studio.

The new director succeeds Victor Baravelle, who has held that post since RKO went in for musical pictures.

●

Feist Handling Many

The local branch office of Leo Feist is now handling the catalogs of Davis, Coots and Engle, Carl Fisher, and Nacio Herb Brown along with its own music. All companies are subsidiaries of the Radio Music Corporation of America.

HEADLINES WRITE THE ADS FOR PAUL SLOANE'S

RADIO KNOCK OUT

(Produced by William LeBaron)

New York

"Half Shot" At Globe Is The Best

Chicago

State-Lake Jumps From $17,000 To $38,000 With "Half Shot"

St. Paul

"Half Shot at Sunrise" Wows Them In St. Paul

"Half Shot" Scores Heavily In Tacoma

Syracuse

Biggest Laugh Picture Of The Year Draws Crowds

PAUL SLOANE'S FORMER B. O. MARKS:
"THE CUCKOOS," "HEARTS IN DIXIE"
"OVER THE HILL," "IF WINTER COMES"

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

METRO-GOLDWYN-MAYER STUDIOS

MGM strikes a new high level in studio production activity this week with a total of eight features and one short in work and four features in final story preparation, ready to start within the next two weeks.

Pictures Now in Production

"BACHELOR FATHER"—Taken from the Edward Childs Carpenter play, with Marion Davies starring, and C. Aubrey Smith in cast. Picture is being directed by Robert Z. Leonard.

"INSPIRATION"—From an original story by the staff writers, being directed by Clarence Brown, with Greta Garbo starring, and Robert Montgomery, Marjorie Rambeau and Judith Vosselli in the cast.

"THE SOUTHERNER"—From an original story by Bess Meredyth and Wells Root is in its fourth week of shooting. Harry Pollard is directing, with Lawrence Tibbett starring, supported by Esther Ralston, Theodore Von Eltz, Hedda Hopper and H. B. Warner.

"THE GREAT MEADOW"—From novel of the same name by Maddox Roberts, is in its fifth week of production, with two more to go. Charles Brabin, in addition to assisting on the continuity, is directing, with Eleanor Boardman, John Mack Brown, Lucille La Verne, William Bakewell and Gavin Gordon in the cast.

"WITHIN THE LAW"—From the stage play by Bayard Veiller, continuity by Lucien Hubbard and Charles MacArthur, is in its fourth week, with Joan Crawford, Robert Douglas, Purnell Pratt, William Bakewell and Marie Prevost in the cast.

"TRADER HORN"—From novel of same name by Ethelreda Lewis and adapted to the screen by Dale Van Every, John Thomas Neville, Richard Schayer and Cyril Hume, is now in its eighteenth month of production and no set date for its completion. Principal work is now being centered on adding dialog to the scenes procured in Africa. W. S. Van Dyke is directing, with Edwina Booth, Harry Carey and Duncan Renaldo in the featured cast.

"REDUCING"—Started this week with Marie Dressler, Polly Moran and Anita Page in the cast. Charles Reisner is directing from an original story and continuity by the staff.

"CALL OF THE FLESH"—In French is being produced with Ramon Novarro directing as well as acting the star part.

"THE BARKS BROTHERS"—Seventh of the two-reel dog pictures went into production this week, with Zion Myers and Jules White directing.

Pictures in Preparation

"THE SECRET SIX"—An original by Frances Marion, to be directed by George Hill with Marjorie Rambeau and Wallace Beery co-featured.

"DAYBREAK"—From the Arthur Schnitzler play, to star Ramon Novarro. No director or supporting cast assigned yet.

"THE GREAT LOVER"—Leo Ditrichstein's famous stage success is now being prepared for Adolph Menjou's first starring picture under the MGM banner.

"DANCE, FOOLS, DANCE"—Will be the next Joan Crawford starring picture and will go into work immediately after she completes "Within The Law," now in production.

Pictures in Final Editing

"NEW MOON"—Directed by Jack Conway, with Lawrence Tibbett and Grace Moore co-featured.

"MIN AND BILL"—Directed by George Hill, with Marie Dressler and Wallace Beery co-featured.

"PASSION FLOWER"—Directed by William deMille, with Kay Johnson, Kay Francis, Charles Bickford and Lewis Stone.

New Dime Fan Magazine

The Dell Publications, of New York' have definitely abandoned the publication of "Talking Screen" after 11 months, to devote their entire resources to the publishing of "Modern Screen," a new monthly fan magazine, competing with the current ten-centers now being circulated through the national chains of five and ten cent stores.

Joan Lowell Divorced

St. Louis—Joan Lowell, whose book, "The Cradle of the Deep," was the subject of much discussion and criticism some months ago, announced today that she had been divorced from Thompson Buchanan, playwright, since October 13. The decree was granted in Mexico City, she said, and she was not there in person, but was represented by an attorney.

Films in Curriculum

Syracuse—With no legitimate drama to study here, thanks to the demolition of the Wieting for a garage site, students in dramatic classes at Syracuse University are patronizing flicker versions of stage plays. George Arliss' "Old English" benefited through Strand undergraduates patronage last week; this week it's "Liliom," at the Fox-Eckel, which the students must see by the prof's orders.

W.E. Equips 6986 Houses

New York—The Western Electric Company announces that its sound system has been installed in 6,986 theatres, of which 4,606 are in the United States.

•

Oakie Title Change

The title of the Jack Oakie picture now in production has been changed to "Johnny on the Spot" instead of "On The Spot," as there was trouble about clearing the first title.

Better Times in Sight for Indies

New York—A concensus of opinion of several motion picture executives who have been making tours and surveys of the country, is that conditions with the independent exhibitors are showing marked improvement, and that business is better now than in many months.

The independents, these executives say, are buying accessories and advertising, and are spending money freely in putting over the pictures which they play.

•

Al Mannon Off to N. Y.

Al Mannon, president of Tec-Art studios, has left for New York to negotiate deals for two pictures which were made at his studio by independent producers, financed by Tec-Art and the Hollywood Laboratories.

•

Elissa Landi to Fox

Elissa Landi, who has been playing in the stage production of "A Farewell to Arms," arrives in Hollywood October 27 to play the lead opposite Charles Farrell in "Squadrons" for Fox. Alfred Santell will direct.

THE HOLLYWOOD REPORTER

TODAYS FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

------Use This Blank and Mail to------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....

Address.....

City.....

Occupation.....

THE REPORTER DAILY

W. R. WILKERSON .... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

THAT fellow William Fox will not be kept out of the picture business, now or ever. He will be back soon, in good health after a long rest and with both feet on the ground. And the picture industry needs this same William Fox. He has brains, picture brains, and, everything being free and equal, he can outthink, outwork and outproduce ninety-nine out of a hundred that are running the picture business today.

THE picture business needs Bill Fox because, aside from being an organizer, an operator and an executive of the highest type, he has foresight, he knows values, (picture values) and can call the turn on things amusement with an uncanny judgment. These individual assets are the wheels that must keep this industry going, and a man of Fox's qualifications should not be on the outside.

•

ON the set yesterday watching Eddie Sutherland and Jack Oakie work. A great combination. They know each other, like each other, and, if there are any shortcomings, which we doubt, each is wise and takes advantage of the weakness of one to build up the strength in the other.

Eddie has had a hand in every picture Jack has made for Paramount. Directed the majority of them and worked on added scenes and retakes on others.

An association of director and star, or star and director, if you wish it, of this type spells pictures, box office and production saving.

Paramount is fortunate in having a pair that work so smoothly.

•

HAVE you seen any of Metro's "Dog Comedies?" ..If you have not, walk a mile to catch one. It will be well worth the walk for they are the best shorts being made in the industry today. We have seen two; one of them three times, and could see it as many more and enjoy it. Understand they are making but six.

Europe Studios Plan 300 Talkies

About 300 talking pictures are planned for production by European studios during the next year. Germany heads the list with 135, French producers plan 92, and perhaps 100 will be made in England.

Also, sound film projects are under way in Italy, Austria, Holland, Denmark, Sweden, Norway and Spain. Even Greece is swinging into line, the Olympia Films, a Greek firm, announcing the construction of a sound film studio.

•

"Roxy" Planning a Television Theatre

Paris—It is reported here that S. L. "Roxy" Rothafel is planning to build a television theatre, equipped for broadcasting pictures and stage programs.

This undoubtedly will be included in the Rockefeller-RCA amusement center to be erected on Fifth avenue, New York.

•

Demand For Summerville

Owing to an exceptionally large demand for the series of "Slim Summerville" two-reel comedies, Universal has decided to make a second series of six.

Summerville is now on the fifth of the first series and will complete the sixth, following his work in "Oh, Baby Won't Tell," a feature production made as a sequel to "The Little Accident."

•

More New Yorkers Here

Edward Goodman and his wife, Lucy Huffaker, have arrived in Hollywood, Mr. Goodman being under contract to Paramount. Mr. Goodman is a playwright and Miss Huffaker was, for years, press agent of the Theatre Guild.

•

Bradley King to Wed

It is rumored that Bradley King, the noted scenarist, will be married within the next few weeks to Jed Boyd, a contractor. Miss King was the wife of the late John Griffith Wray, director.

•

Warner's Won't Re-open

(Continued from Page 1)

will be used as an auxiliary studio until such time as the property can be disposed of at a price that will warrant its sale and the removal of the buildings and equipment.

If we were running a house we would book the six and run each of them six times during different weeks in the year, providing an excellent short for thirty-six weeks.

•

Arthur Brisbane calls the turn, without naming him on a stock manipulator who has been selling one of the amusement stocks short and wiring all his branch offices to advise their customers that the financial statement of this company was falsified, suggesting they sell their stock while the selling is good.

PRODUCTION NOTES

Walter Long and Jack Richardson added to the fifth Silm Summerville comedy at niversal. Subject, as yet untitled, will be based on American army life in Siberia during the World War.

•

Although purchased as a story for its current program, Universal has decided to produce "Aprong Strings" on its 1931-32 program.

•

"On The Up and Up" will be produced by Universal this winter as one of the twenty specials. The play is built around the race track and was written by Eva K. Flint.

•

Charles Logue has been assigned to make the screen treatment for "Saint Iohnson," to be directed by Edward Laemmle for Universal.

•

Lenore Coffee assigned to make screen treatment for "Seed" at Universal. Tod Browning will direct.

•

Theodore Von Eltz added to cast of "The Southerner" at MGM.

•

Ben Naylor added to cast of "Reducing" at MGM.

•

Jimmy Starr has been signed by MGM to write the screen treatment for Buster Keaton's forthcoming picture. It is an original story, developed by several members of the studio staff of writers.

•

With sufficient finances corralled, Bruce Mitchell has everything ready to start on the first of six feature length "Thrill-o-dram' pictures by November 1. Mitchell will direct as well as prduce, and will release the product through the "Big Four."

•

After eight weeks shooting, Al Rogell completed "Aloha" yesterday. Feature will be released through Tiffany.

•

Judith Vosselli has been given a part in Metro's "Inspiration," starring Greta Garbo, with Clarence Brown directing.

•

Now that C. Aubrey Smith has arrived from England, production on "The Bachelor Father," Marion Davies' new picture, will start at once at MGM. Robert Z. Leonard is the director.

•

Walter C. Kelly, the "Virginia Judge," assigned a role in "The Seas Beneath," which John Ford is directing for Fox.

Learn to Dance from Dancers
MOSCONI BROTHERS
Auditions For Stage Talent Every Wednesday at 11 A. M.
Auditions For Children Every Saturday at 11 A. M.
SCHOOL OF STAGE DANCING
1747 N. LAS PALMAS HOLLYWOOD PHONE

Mayer Will Adopt Peter Kyne Story

After the story and production start of Peter B. Kyne's "Never the Twain Shall Meet" has been kicked around the studio lot for more than six months, with several directors and writers having a fling at it, MGM has called Edwin Justus Mayer in on the story to see what he can do with it.

If a suitable treatment can be made, the story will go into production with a fresh start, and possibly reclaim some of the original scenes that were made for it under the direction of Lionel Barrymore.

•

Big Merger Planned

(Continued from Page 1)

double checked. The bankers are willing, as their only interest in the motion picture industry or any other industry is to make a few dollars. In the belief that they have been holding the bag entirely too long, they want to unload on the public, and the one and most certain way of accomplishing this is with a gigantic merger that would attract public buying immediately on its announcement, even in a market that has as few buyers as the present one.

Getting Government approval is a horse of another color, but it is thought that if something of this kind is not accomplished, and pretty soon at that, there is bound to be a tremendous crash in the industry. It is felt that figures can be shown the Attorney General's office that will prove the necessity of this move and will get the Government's sanction. Maybe it has already been given.

Louis B. Mayer, the ambassador to Washington for the motion picture industry, is said to be aware of these moves, and sanctions them. He will leave immediately after the local gubernatorial election for Washington and New York to take on his duties of making things O. K. in the capital.

If the above deal ever eventuates, and it now seems likely from the condition of affairs within the industry and the financial strings held by Wall Street, the next and only move will bring together Radio and Paramount and the rest of the loose strings of the industry.

PHOTOCOLOR
— CORPORATION —
1800 El Cerrito Place . . .
. . . . . GRanite 9569

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

Business Is Poor in New York, Chicago and Philadelphia; Brooklyn Very Good

"Half Shot" at Globe is the Best

New York—Business along Broadway for the past week was anything but good. The outstanding feat was $27,800 at the Globe on "Half Shot at Sunrise." Looks as if this RKO attraction is clicking heavy all over the country and is surprising the RKO gang. Not that it is a bad picture, but good pictures are doing funny flops around the country and this one is crossing the best guessers.

Capitol—"Three French Girls" was the attraction here this week and did O. K. with $68,000 when it is considered that business last week was $7,000 less and the average for this house during the past ten weeks, even with Jolson, was below this figure.

Criterion-Gaiety—"Hell's Angels" in its tenth week took a dive from the figures of previous week and showed $23,000 for the combination gross of the two houses. This is losing business.

Central—"Abraham Lincoln" playing the sixth week, slid off a grand from the previous week. House took $16,000.

Hollywood—Playing the fourth week with "Outward Bound," business dropped to the red with a scant $16,700.

Paramount—House having a tough pull with a $58,000 gross. The picture was "Heads Up."

Rialto—Took a dive from previous figures on the engagement of "What A Widow ',ending its fourth week with a gross of $36,100.

Rivoli—Also off the gross showed during the past three weeks with "Whoopee," with but $37,000 in the cash box.

Strand—A bit below average at $30,500 with "Sinners Holiday."

Warners—Playing "Old English" for the eighth week, house took in $13,200. Slipping.

Winter Garden—Still doing O. K. with "Office Wife" in the third week of its run. Business off from other weeks with take of $31,000.

•

"Half Shot" Scores Heavily in Tacoma

Tacoma—RKO Orpheum scored solidly here with "Half Shot At Sunrise." More than $75,000 was spent in refurnishing and redecorating the house, and "Half Shot" was booked as the re-opening picture.

Joe E. Brown started strong, but slipped during the latter part of the week in "Maybe It's Love" at the Blue Mouse. "Up the River," with favorable comment of the critics, brought excellent returns to the Fox Broadway. "Hell's Harbor," with Lupe Velez, flopped at the Riviera. The Fox Rialto's drawing card was "America Under Fire," and "Queen High" was thrown in. They drew well.

The following pictures are scheduled for week of October 25 to November 1:

RKO Orpheum — "Check and Double Check," Amos 'n' Andy.

Fox Broadway—"Scotland Yard," Edmund Lowe and Joan Bennett.

Fox Rialto—"Let's Go Native."

Blue Mouse—"What A Widow," Gloria Swanson.

Riviera—"Last of the Lone Wolf," Bert Lytell.

New Policy Puts State-Lake Over

Chicago—The highlight of Chicago during the past week was the big gross rolled up by the State Lake Theatre with a straight picture policy, supplanting the picture-vaud gag that has been in the house since its opening. The attraction last week was "Half Shot at Sunrise," with an all-day grind to a gross of $38,000. With a b. o. last week of $17,000, this is a great jump and it looks as if Joe Plunkett pulled a master stroke with this new idea for the house. Plunkett was here last week to look over the set-up. Amos 'n' Andy here next and should go for a house record for all time.

The business in other houses was low with the exception of the Oriental, which went over big. It looks as if it is going to be that way for some time to come. People simply are not going to pictures in the numbers of former days. Blame it on bad times, the weather or poor pictures, the fact remains most of the houses are playing to a loss, with execs running around in circles trying to patch the red with a nice white bandage.

At the Chicago, business was bad with "The Girl of the Golden West." The take was $32,000.

With the second week of "Madame Satan," McVickers just slipped by $24,500.

The Monroe with a second loop run on "Anybody's Woman," bettered the b. o. of last week by $400, with a take of $3,800.

"Top Speed" at the Oriental made the house happy with a fat gross of $38,000.

The Palace was O. K. with $23,000 for "Pay Off," which RKO heads figured as a weak sister, but which is getting by in great shape.

The fifth week of "Abraham Lincoln" at the Punch and Judy, picked up over last week with a b. o. of $7,500.

At the Roosevelt, "Sea Wolf" in its second week, cashed a trifle over $25,000, which is fair business.

"Whoopee" at the United Artists was a disappointment in its second week with but $19,500 in the safe on the final checkup.

"Lady Surrenders" at the Woods was another disappointment with $15,400.

Many Red Spots in Downtown Houses

Philadelphia — Business for last week in the Philadelphia downtown houses was extremely spotty, with most of the spots of a red color. Local theatres are having a tough time pulling in cash customers. "Whoopee" was the surprise flop of the week, playing its second week at the Boyd. The drop was terrific from the first week of $26,000, rounding out a thin $13,000. All other houses were hurt.

The Aldine, with the second week of "Abraham Lincoln," showed $9,000, a drop of $1,000 from last week.

The Arcadia showed "Let's Go Native" to $4,200, an average gross for the past few weeks.

The Boyd, with "Whoopee" got $13,000.

At the Earle, "Way Of All Men" was showing. Did poorly with a take of $17,100.

Fox was off with $24,200. The picture was "Heads Up."

The Karlton played a second run with "Lady Surrenders" and pulled in $6,100.

The Mastbaum showed "Madam Satan" to poor business of $33,500.

Keith's seems to have struck its stride after a big opening week, this stride being around $16,000. Business on "Anybody's Woman" showed $16,200.

The Stanley, playing "Good News" beat the week before with $2,000. Gross was $17,200.

The Stanton, playing "Scarlet Pages," was below average with $10,000.

•

"Amos 'n' Andy" Film Big

New York—The first reports on the opening of "Check and Double Check," the RKO Amos 'n' Andy picture, in Philadelphia, are extremely enthusiastic. The RKO home office crowd is going nuts over the reviews.

Phenomenal Week Over the Bridge

Brooklyn—The Brooklyn theatres have had a week of phenomenal business. Nancy Carroll's personal appearances drew immense crowds to the Paramount, although the picture, "Heads Up," is a weak sister.

The Albee, with "All Quiet," had one of the best weeks since it was opened. The overflow from these two houses filled the Fox, which showed "Up the River." "Moby Dick" gave the Strand better gross than usual, and "Journey's End" at the Metropolitan, did very well.

Rudy Vallee is doing ten shows a day, five at the Brooklyn Paramount, and five appearances with Nancy Carroll in New York.

•

"Half Shot at Sunrise" Wows 'Em in St. Paul

St. Paul—"Half Shot at Sunrise" at the Orpheum is topping business here by a wide margin. The house is playing to absolute capacity. "Her Wedding Night" at the Paramount is holding up well, mostly due to the work of "Skeets" Gallagher and Charlie Ruggles.

"Raffles" is doing only fairly at the Riviera, and "Outside the Law" is just scraping along at the President. This is Richard Arlen's home town, so "The Sea God" is doing well at the Tower.

•

Bouquets for Hollywood

To offset any distasteful publicity or propaganda that may result from the screen version of "Queer People," which Howard Hughes will produce, Universal is understood to have commissioned its staff to prepare a story that will place Hollywood and its people in a better light.

The Universal story is designed to adhere more closely to the actual mode of life of the people in the most talked-of community in the world.

YOUR OPTION ON SANTA CLAUS

Will Not Be Renewed

October 27th will see the end of the freedom of the press. After that date, if you want to know what is going on in the Film business, you will have to be a subscriber of

THE REPORTER

The price is Ten Dollars for the year.

Sign your name and address and attach check.

Name.....

Address.....

Edgar Selwyn

Directed MGM's

"WAR NURSE"

which opens a $2 run at the Astor Theatre, New York, Oct. 28

and

which the Hollywood Reporter says is

"The Best Picture of the Year"

THE Hollywood DAILY REPORTER

Vol. 1, No. 38. Price 10c — TODAY'S FILM NEWS TODAY — Friday, October 24, 1930

M.G.M. - FOX - WARNERS

Eisenstein and Paramount Part

There has been so much adverse publicity about Serge Eisenstein, the Russian director, that Paramount has reached an agreement with him which will preclude his directing any picture for the company. No decision ever was made as to a story for him, although "Sutter's Gold" and "An American Tragedy" were mentioned and discussed.

Eisenstein is now on his way here from New York to dispose of his home and other property. It is understood that Paramount offered his contract to other studios, but without any takers. One report was that he would go with Douglas Fairbanks, who wanted him before Paramount signed him, but Mr. Fairbanks is not believed to be interested at present.

•

Chesterfield Starts Work at Tec-Art Monday

George Batchelor, head of Chesterfield Productions, will start shooting on the first of his six action melodramas at the Tec-Art studio Monday. It will be directed by Duke Worne and is titled "The Midnight Special," a railroad yarn.

The cast includes Glenn Tryon, Myrna Kennedy, Jimmie Aubrey and Tom O'Brien. The series is for the independent market.

•

Para Off Musicals

Paramount has definitely abandoned all musical productions for the balance of its 1930-31 program.

Composers and members of the entire music department tied up under term contracts will continue to keep the chairs warm until the first of the year, at which time a decision will be made as to the wisdom of continuing with screen musicals.

•

Congo Settles Suit

New York—The suit of Byron P. Mackenzie against Congo Pictures to stop distribution of the film "Ingagi" on the allegation that certain scenes had been stolen has been settled for $150,000.

Preach on Film

New York—"Outward Bound," which attracted much notice from the clergy during its stage run, will be the subject of the sermon of Rabbi Samuel Levinson, at the Temple Beth Emeth, in Brooklyn, tonight.

Pantages Loses in Last Court Move

Alexander Pantages lost some ground yesterday in his fight for the new trial recently granted him by the District Court of Appeals. The State Supreme Court, in session in San Francisco, granted the application made by the district-attorney of Los Angeles for a review by the high court on the appeal.

This puts Pantage right back where he was before the Court of Appeals granted the new trial. The case must now be re-argued and a new decision given.

Raskob, Clarke, Fox and Schenck in Confab on Merging Entire Group. Bill Fox Very Much in the Picture

New York—Things are popping around the merger market with John Raskob, Harley Clarke, William Fox and Nicholas Schenck banded together, trying to work out a proposition to hand the bankers for the merging of Fox, Metro-Goldwyn-Mayer and Warners.

Inside circles are aware of the fact that William Fox is very much in the picture and that most of the huge blocks of stock purchased in Warners by Raskob have been for Fox and the financial group Fox has been able to attract with the massive plan he has of sewing up the big half of the motion picture business into one operating company.

The plan has passed the listening stage with figures being checked and

(Continued on Page 2)

United Artists Has Four on Broadway at Once

New York—United Artists has a new Broadway record with four at the same time. They are "Hell's Angels," "Abraham Lincoln," "What A Widow" and "Whoopee."

Three more are on their way—"Du Barry," "The Queen of Scandal," which will open at $2 top, and "The Bat Whispers."

More Exhibs in Franklin Chain

New York—The indie chain that Joe Leo is lining up in conjunction with the coast-to-coast circuit Harold B. Franklin expects to head, has enlisted the support of Al Gottesman and Morris Kutinsky, two Greater New York exhibs who sold out to Fox some time ago. It is said that Kutinsky and Gottesman will line up houses in the Eastern sector for the combination.

•

Frank Vincent Will Join Franklin Forces

Frank Vincent, formerly West Coast division manager of the RKO theatres, has given up his idea of opening a branch office for a bond company here. It is understood that he will join H. B. Franklin as one of the executives of the new theatre organization which Franklin is said to be forming.

•

To Direct "Charlie Chan"

Hamilton McFadden leaves for New York today to spend a few vacation days with his wife. He will return to Fox to direct "Charlie Chan Carries On."

•

Grandeur for Two Houses

New York—Fox has decided to show "The Big Trail" on Grandeur only in the Roxy Theatre here and at the Chinese in Hollywood.

WARNER SUNSET STUDIOS WILL NOT BE RE-OPENED

In line with their present campaign of efficiency and concerted effort to centralize production of both Warner and First National pictures, Warner Brothers have definitely decided not to reopen the Warner studio on Sunset Boulevard, but to use it as a reserve plant, similar to the Vitagraph studios, and the Warner ranch, adjacent to the First National studios in Burbank.

The First National studio is equipped to accomodate twenty feature picture prduction units and will, from now on, be the base of operation for all Warner-First National product.

The Warner plant in Hollywood

(Continued on Page 2)

Fanchon-Marco Expand

New York—Bert Adler of Fanchon & Marco, has been touring the South, lining up theatres other than Fox houses of the type and size that can play the F & M stage shows. Additional representatives are working out of the West Coast office, covering the West and Midwest.

•

RKO Stock on $1 Basis?

New York—It is rumored in Wall Street that the A stock of RKO will be placed on a dollar basis, with an initial 25-cent dividend to be declared the first of the year.

HOWARD, WYLER, BOLESLAVSKY —exploited by sig schlager —who recognized in all three —qualities of directorial greatness.

Syracuse Learns It's Not Broadway

Syracuse—Trying to be real big-town and putting over a snappy ballyhoo for "The Office Wife," brought Leo Rosen, manager of Warner's Strand, into closer relations with the city authorities.

The campaign started with teaser ads, reading "Must every wife in Syracuse share her husband with an office wife?" and similar sentiments. The kicks began to come from the clergy and from stenographers. Then blotters were mailed, asking: "Do you love your Boss?", "Are you his Office Wife?", etc.

These aroused the Commissioner of Public Safety and the police, who told Rosen plenty. Still ambitious, he built a platform on the marquee and put out a man and girl in an office set. Amplifiers broadcast the conversation, which drew a peremptory order from the city censor to call it off. Rosen persisted, however, until Inspector Wilkes in person stopped the show.

●

Metro Getting Tips from Projectionists

In order to gain the maximum efficiency in the projection of pictures, MGM has installed a system that brings the theatre projectionists and the production departments closer together.

With the showing of each MGM picture, the theatre projectionist is given a questionnaire which he is asked to fill in as to condition of the print and to add any suggestions as to how it could be improved on in photography and recording. These reports, forwarded to the studio, have contained many valuable suggestions.

●

New Jersey Exhibs to Discuss Checkers

New York—The Federated checker plan will be discussed again by the New Jersey exhebitors at a meeting called for next Tuesday in the Dixie Hotel.

The main purpose of the meeting will be to put into effect the plans for combatting this checking scheme. These plans have been formulated and only await the decision of the body to be started.

●

Gwen Lee to Free Lance

MGM having failed to exercise its option on the services of Gwen Lee this week, she has decided to cast her lot with the rest of the free lance featured players of Hollywood.

Miss Lee has been with MGM for more than four years and had three more six-months options to go on her contract when the company failed to renew.

●

MacMahon Opens Office

Henry MacMahon, the well-known publicist, has opened offices in the California Bank building, Beverly Hills, to handle all kinds of legitimate or publicity accounts. MacMahon is best known for his work in publicizing the big road show pictures.

BALTIMORE and ST. PAUL

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

BALTIMORE

"SCOTLAND YARD"

New Theatre

Baltimore Post: So frankly melodramatic it is, so honestly a thriller, that it disarms you from the start. There is no pretense, no grand gesture in the direction of anything but entertainment.

"THOSE THREE FRENCH GIRLS"

Stanley Theatre

Baltimore Post. Rates high as smart comedy. Spicy French farce.

"FOR THE LOVE OF LIL"

Rivoli Theatre

Baltimore Post. The picture is a splendid success. Right off the magazine cover.

"HEADS UP"

Keith's Theatre

Baltimore Post. The plot goes along, having more than the customary number of complications and a generous portion of entertainment.

"CALL OF THE FLESH"

Century Theatre

Baltimore Post. Has little novelty of plot construction, but it is pleasant entertainment and benefits from the distinction Novarro gives the principle role.

"ONCE A GENTLEMAN"

Palace Theatre

Baltimore Sun: One of the smoothest, most civilized photoplays yet to be microphoned. Halfway between high comedy and farce.

"OUTSIDE THE LAW"

Metropolitan Theatre

Baltimore Post: A success from the box office viewpoint. Keeps a sequence of events moving fast.

ST. PAUL

"RAFFLES"

Riviera Theatre

Daily News: "Raffles" has never failed to give a good show. A venture might be hazarded anyway, that none of them could equal this presentation.

"HALF SHOT AT SUNRISE"

Palace-Orpheum Theatre

Daily News: Wheeler and Woolsey are funny enough to make it certain that none of their pictures ever will be dull.

"HER WEDDING NIGHT"

Paramount Theatre

Daily News: An amusing enough collection of frothy sentiment and broad comedy.

"THE SEA GOD"

Tower Theatre

Daily News: First class adventure story.

"OUTSIDE THE LAW"

President Theatre

Daily News: Reliable old stage thriller that makes a pretty good picture.

"THE SPOILERS"

Paramount Theatre

Daily News: If there is a fault, it is in the length of the picture. But once the movie gets back to stirring action, everything is first rate.

"A LADY SURRENDERS"

Palace-Orpheum Theatre

Daily News: Well-narrated, engrossing movie.

"CALL OF THE FLESH"

Riviera Theatre

Daily News: Ramon Novarro continues the frolicsome mood that is making him the most popular of the movies' light comedians.

Decision Against Pacent Co. Stands

New York—The Western Electric Company has been advised that the U. S. Supreme Court has denied the Pacent Company's petition for a writ of certiorari to review the adverse decision of Judge Swan.

The Swan decision was that Western Electric and ERPI were proper plaintiffs in the suit brought against Pacent for infringements of patents. Pacent's petition was characterized as a "misjoinder of parties" issue.

The Supreme Court decision enables Western Electric to press its case of patent infringements in the District Court on the merits of the patents involved.

●

Hughes' Color Plant Nearing Completion

Howard Hughes' new million-dollar color film laboratory in Hollywood is now nearing completion and will be ready for operation by December 1, at which time the producer will also have his next picture. "Front Page," in production.

While "Front Page" is considered a straight drama of newspaper life, many outdoor sequences will be incorporated to afford the young producer a chance to try out his new color process.

●

Two More Foreigns for Grace Moore

After postponing her trip to Europe, MGM has retained Grace Moore to portray the featured roles in French versions of two pictures, already made and released, following "A Lady's Morals."

The pictures are "Romance," and "Let Us Be Gay." No further assignment has been provided for the opera star.

●

"Co-ed" Mystery Deepens

"Confessions of a Co-Ed" becomes more and more interesting. The story is very much one of "flaming youth," and the heretofore demure Mary Brian will step out of character to put the fire in the flame. Phillips Holmes, Martin Burton, a newcomer, and Frances Dee have already been cast. No director has yet been assigned and the author remains anonymous—unless, of course, the picture is a hit.

●

Settle Music Row

Atlanta—After a two-weeks layoff, the musicians have returned to the Fox and Keith's theatres here. All contract differences have been adjusted amicably.

●

Fight for Sunday Shows

Cleveland—The blue laws against Sunday picture shows are being enforced by Mayor Cain for the two theatres in Cleveland Heights, the Cedar-Lee and the Heights. Residents of the section are organizing to upset the mayor's ruling.

AND YOU MUST ADVERTISE—

if you have anything to sell

Motion Pictures' Greatest Medium

IS

THE Hollywood REPORTER

TODAY'S FILM NEWS TODAY

Because Every Buyer of

DIRECTORS
PLAYERS
WRITERS
PICTURES
EQUIPMENT

Reads It Every Day

Wide Film For Eastern Paramount

Paramount is understood planning to experiment with 65 mm. film in the Eastern studios. The company is believed to have made a picture on this type of wide film on the coast recently, but has not released it and will not do so until a substantial outlet is available for such product. Lorenzo del Ricco has been working on this width film for the past year for the company and is now ready to make further experiments on the subject.

Incidentally, no Publix houses are equipped with wide film, but only with Magnascope, which is only a magnifying lens, installed on the shutter of the projection machine which has an automatic control enlarging the width of the screen for the magnified pictures.

•

Hearst Bans Flash Powder

Since the recent flashlight explosion at the San Francisco welcoming demonstration for W. R. Hearst, he has ordered no more flash powders to be used by the news cameramen.

Instead of powders that cost about four cents a shot, the news men will be furnished with electric flash light bulbs which make a good flash without smoke or danger. These cost around fifty cents each and can only be used once.

•

Gene Busch Resigns

Gene Busch, for the past two years contract dialog writer and translator for Frank Reicher, MGM director, has resigned.

•

L. A. Business Off

(Continued from Page 1)

Boulevard with "Soup To Nuts" off at $2,300.

Carthay Circle playing "Just Imagine" in its second week, off at $11,000.

Chinese can't seem to get going with the big Fox Western, "The Big Trail." Sagged badly to $15,800.

Criterion took a brodie with "Up The River" at $8,400.

Loew's State fell off from its good business of last week and sagged to $23,200. The attraction was Will Rogers in "So This Is London."

The Pantages with "The Spoilers" did a trifle better than last week with a b. o. return of $16,700.

The Orpheum lost some of the ground it made up during the past two weeks, with Universal's "A Lady Surrenders." The house did a bare $9,000. "Amos 'n' Andy opens here Friday midnight.

The RKO with "Africa Speaks" and Blossom Seeley on the stage, did O. K. with $14,500. "Brothers," the Columbia picture, is the next attraction.

The Paramount with Chevalier in "The Playboy of Paris" did a little less than $26,000, which is good business when past performances for this house are considered. "Laughter" is the next attraction.

The United Artists flopped considerably with the second week of "Whoopee" at $14,300.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

FOX STUDIOS

With five features now in work, Fox is gradually getting back to a normal production basis. Eight features are in the final stages of preparation and may be ready to start any day. Normal production at this plant, as proven by the records for the past two years, is an average of eight units working weekly.

The features now in work include:

"ONCE A SINNER"—From an original story by George Middleton, who also wrote the screen treatment and dialog. It is being directed by Guthrie McClintic, with Dorothy Mackaill and Joel McCrea co-featured. Supporting cast has John Halliday, C. Henry Gordon and Ilka Chase. Has been in production since October 9.

"THE SPY"—Formerly known as "Network," from story and dialog by Ernest Pascal, and directed by Berthold Viertel, with Ralph Block as associate producer. Story deals with the Red Revolution of Russia and features Kay Johnson, Neil Hamilton, John Halliday, Freddie Frederick and Milton Holmes. Has been in work since September 30.

"WEEK END WIVES," formerly "Shepper-Newfounder"—from the Saturday Evening Post story by Stewart Edward White. In production since September 23 and is nearing completion. Direction by Leo McCarey, screen play and dialog by McCarey and Raymond L. Schrock. Cast has Edmund Lowe, Leila Hyams, Tommy Clifford, Walter McGrail, Louis Payne and Bodil Rosing.

"MAN WHO CAME BACK"—From the stage play by Jules Eckert Goodman, with screen treatment by Maurine Watkins. Is being directed by Raoul Walsh, with Charles Farrell and Janet Gaynor co-featured. Supporting cast has Kenneth McKenna, William Holden, Ulric Haupt, Peter Gawthorne and Mary Forbes. Production started October 13.

"SEAS BENEATH"—From an original story by Dudley Nichols and William Collier, Sr. It is being directed by John Ford, with George O'Brien, Marion Lessing, Warren Hymer, Mona Maris, William Collier, Sr., David Rollins, John Loder and Henry Victor in the cast. Started October 16.

Pictures in Preparation

The list of productions in preparation shows eight to be in actual work. There is no definite starting date on any. They are:

"EAST LYNNE"—Now being adapted from the ancient stage play by Tom Barry and Bradley King. Frank Lloyd will direct, with Ann Harding, Clive Brook, Conrad Nagel and J. M. Kerrigan in the cast. Production to start around November 10.

"HOT NUMBERS"—An original musical by the Fox staff, will be directed by Seymour Felix as his first directorial effort on the screen for any company. Cast so far has only Frank Albertson.

"THIS MODERN WORLD"—To be directed by Chandler Sprague, with Warner Baxter starring.

"CONNECTICUT YANKEE"—Taken from the Mark Twain novel and a remake from a Fox feature made several years ago. New version will star Will Rogers and is undergoing a screen treatment by Emmett Flynn, Hayden Talbot and Harlan Thompson. No director set.

"WOMEN OF ALL NATIONS"—From an original idea by Raoul Walsh. Screen treatment is now being worked out by Walter C. Kelly, Basil Woon and William K. Wells. It will co-feature Victor McLaglen and Edmund Lowe, with Walsh directing.

"AXELLE"—An original war story depicting life in a German prison camp, by Pierre Benoit. William K. Howard will direct, under the supervision of John Considine, Jr.

"THREE GIRLS LOST"—An original story by Robert D. Andrews, is now being adapted by Bradley King. Sidney Lanfield will direct.

"LAND RUSH," from scenario by Emmett Flynn and Hayden Talbot. Dialog by Dudley Nichols. Will feature Victor McLaglen and be directed by Benjamin Stoloff.

Burger On U. A. Tour

New York—Paul Burger, Eastern division manager of U. A., is now on a ten-day sales trip through the south and will visit the Philadelphia, Washington, Atlanta, Charlotte and New Orleans exchanges. Harry Gold, assistant to Al Lichtman, is back from a week's sales trip to Chicago.

Confer on "The O'Flynn"

Russell Janney, producer of the stage version of "The Vagabond King," plans to produce "The O'Flynn" as a picture, following its New York stage presentation. He is conferring on plans with Rudolph Friml, the composer, and Richard Boleslavsky.

"College Cuties" Is Passable Show

"COLLEGE CUTIES"
Educational

Direction.....Nat. Ross
Story.....Dick Smith and Neil Burns
Dialog.....Walter de Leon
Film Editor.....Jack English
Photography.....Gus Peterson
Cast: Marion Shockley, Eddie Tomblyn, Iris Adrien, Ronny Randall and Stella Adams.

Fair comedy about the kind of college life everyone would like to lead. Not too fast-moving, but should manage to please in filling out a program.

It's a slim story, not hilariously gagged, but containing one or two funny moments. The action takes place at a co-ed college—one of those colleges filled with more than comely bathing beauties, and a place where discipline is never allowed to interfere with good, clean fun among the boys and girls. There is a hare and hound race that forms the main theme, climax and end of the picture.

The gags are loosely joined together and the picture shows the strain of padding. Further editing should eliminate that trouble and give the small towns twenty minutes of passable entertainment.

•

Bill Hermann An Exhib

New York—W. C. Hermann, former general manager of Universal New York exchange and who, before that, held an important sales post with PDC, has turned exhibitor, having acquired the Hawthorne, Hawthorne, N. J., which he is remodeling. It is expected to open within the next three weeks.

•

Nigh To Do A Western

Owing to a change in story necessary for "The Single Sin," Tiffany has switched William Nigh over to handle the megaphone on the first Ken Maynard Western, to be made under the title of "The Midnight Stage."

•

Six More "Chimps"

After making a series of six Chimpanzee dialog shorts, Tiffany has found the subjects to be in such great demand that it has extended the series to twelve. Work on the second six will begin sometime this week.

•

Lew Seiler Back At Fox

After being off the Fox lot for more than six months, Lew Seiler returned to that organization yesterday and has been assigned to direct the German version of "The Big Trail."

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

THE DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

IT is our thought that the entire motion picture industry should doff the cap and, with a deep bow, extend a vote of thanks to Radio Pictures, Radio Keith Orpheum and the other theatres and circuits that are about to participate in the coast-to-coast day and date run of "Check and Double Check."

PICTURES have been in the doldrums all too long. Cash customers have been diverted from the theatres showing talkies by a combination of circumstances, chief of which has been the lack of inspiration to the fans to lay down their admissions, whether this inspiration be good pictures, novel exploitation or a combination of both.

•

THE picture industry has required something outstanding to get people back into the theatres; something better than good pictures, something more effective than novel exploitation. It has required something of the SMASH characteristic and this something is being supplied by Radio with the greatest names show business has ever had—Amos 'n' Andy.

THE industry has been itching for a name as big as Amos 'n' Andy to which to hitch their creaking wagon; and after run of "Check and Double Check" this wagon will run with greater ease and with less friction than ever before.

•

IN other words—"Check and Double Check" will start the fans coming in again and, for that reason, we should all give three cheers for Radio. The company took a big chance in bringing Amos 'n' Andy to the screen, and it took a lot of money, more than any other company was willing to spend on this famous pair.

AND, too—don't pass up the efforts of "Hy" Daab and his publicity and advertising crew in putting that exploitation across. You might say others could have done it with the material they had, and you may be right. But nevertheless, "Hy" has given the boys something to think about.

PRODUCTION NOTES

Fox has bought the movie rights to "Charlie Chan Carries On" by Earl Deer Biggers, and will make it into a talkie. Fifi Dorsay has been assigned the female lead and is the only one chosen so far.

•

Grover Jones and William Slavens McNutt are harnessing their brain power these days for the talkie version of Rudyard Kipling's "The Light That Failed." Paramount plans to shoot it soon. It was made as a silent some years ago.

•

Marion Davies was hostess to the entire "Bachelor Father" company at her ranch over the week-end. Rehearsals for the picture were the order of the day.

•

"Madam Nobody," starring Marlene Dietrich and Gary Cooper, went into production on the Paramount lot yesterday. Josef von Sternberg is directing.

•

George Bancroft began work on his next starring vehicle for Paramount, "Scandal Sheet," yesterday. John Cromwell is directing. Kay Francis and Clive Brook head the supporting cast.

•

The H. Wurtzel office announces the addition of Arthur Stone to the cast of "Stampede" at Paramount. Also, Frances Rozay will have a part in the French version of "The Queen's Husband" at RKO.

•

Director Eddie Cline, with the Mack Sennett "Brevities" troupe, is on location at Lake Arrowhead. This series is all in color.

•

Alice D. G. Miller will remain at the Metro lot, having been attached to the Hunt Stromberg unit to prepare a story for Novarro.

•

Gordon Rigby has been engaged to adapt "The Command Performance" for James Cruze Productions. Walter Lang will direct.

•

Charlotte Greenwood has started work in her second Educational-Christie comedy, "Love Your Neighbor," at the Metropolitan Sstudio.

•

Glenn Tryon, who recently completed his contract with Universal, is starting his free-lance career as the lead in "Midnight Special," a Chesterfield production. It will be made at Tec-Art.

•

John St. Polis was signed for a part in "Beau Ideal" at RKO and, upon completion of this, will move over to MGM for a part in "Inspiration." Both deals made by Dick Polimer office.

•

Mexican Star Signed

Celia Montalvan, Mexico's great stage star, has been signed by Universal to play the lead in the Spanish version of "The Boudoir Diplomat." Production starts November 3. Following this, Miss Montalvan will make three more pictures for the same company.

AMOS 'N' ANDY FILM AT 200 THEATRES FRIDAY

(Continued from Page 1)

traction on this nation-wide day and date run.

Radio has thrown everything into this ticketselling plan. Tremendous campaigns in the newspapers, nationwide tieups, billboard displays along every traveled highway, thousands of window displays, nightly radio broadcasts, advance lobby exploitations. All of this topped with the coast-to-coast broadcast of Amos 'n' Andy themselves in a skit especially written for the occasion that will come over the wires to the millions of Amos 'n' Andy fans Friday night between 7:30 and 8:00.

A partial list of theatres playing "Check and Double Check" for engagements starting this Friday are:

Albany	Grand
Schenectady	Proctor's
Troy	Proctor's
Atlanta	Capitol
Birmingham	Ritz
Boston	B. F. Keith's
Lowell	Keith's
Portland	Keith's
Providence	Albee
Springfield	Paramount
New Bedford	Empire
Haverhill	Paramount
Lawrence	Palace
Worcester	Warner's
Buffalo	Century
Rochester	Palace
Syracuse	Keith's
Charlotte	Imperial
Elmira	Strand
Davenport	Capitol
Grand Rapids	Empress
Detroit	Downtown
Fort Wayne	Emboyd
Chicago	Statelake
South Bend	Granada
Champaign	Virginia
Rockford	Palace
Cincinnati	Palace
Columbus	Palace
Dayton	Keith's
Charlestown	Virginia
Lexington	Kentucky
Akron	Palace
Cleveland	Hippodrome
Toledo	Palace
Youngstown	Palace
Dallas	Majestic
Fort Worth	Majestic
Houston	Majestic
San Antonio	Majestic
El Paso	Ellany
Waco	Waco
Wichita Falls	Strand
Denver	Paramount
Des Moines	Orpheum
Cedar Rapids	Iowa
Jacksonville	Palace
Miami	Fairfax
Kansas City	Main Street
St. Joseph	Missouri
Los Angeles	Orpheum
Phoenix	Rialto
Louisville	Brown
Terre Haute	Orpheum
Memphis	Orpheum
Little Rock	Orpheum
Ft. Smith	Joie
Milwaukee	Palace
Madison	Capitol
Racine	Maine St.
Minneapolis	Orpheum
St. Paul	Orpheum
Duluth	Lyceum
New Haven	Roger Sherman
Bridgeport	Cameo
Hartford	Strand
Stamford	Palace
New Orleans	Orpheum
New Brunswick	State
Perth Amboy	Strand
Asbury Park	Paramount
Poughkeepsie	Bard Avon
Newburgh	Academy
Oklahoma City	Criterion
Tulsa	Ritz
Omaha	Orpheum
Sioux City	Orpheum
Philadelphia	Boyd
Trenton	Lincoln
Atlantic City	Warner
Lancaster	Grand
Allentown	Earl
Reading	Astor
York	Strand
Scranton	Capitol
Wilkesbarre	Poli
Pittsburgh	Warner
Erie	Columbia
Wheeling	Cort
Johnstown	Cambria
Portland	Orpheum
St. Louis	St. Louis
Springfield	Orpheum
Salt Lake City	Orpheum
San Francisco	Orpheum
Oakland	Orpheum
Seattle	Orpheum
Tacoma	Orpheum
Spokane	Orpheum
Washington	Keith's
Baltimore	Auditorium
Richmond	Auditorium
Altoona	Auditorium
Oil City	Auditorium
Charleroi	Auditorium
Steubenville	Ohio
Utica	Stanley

•

N. Y. Playwright at "U"

Kenyon Nicholson, noted playwright, arrived in Hollywood yesterday and reported at the Universal lot. He will do the dialog for "Fires of Youth," which Monta Bell will direct.

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 Cahuenga Ave. GL 5118

MEYER
Synchronizing Service, Ltd.
Just Completed
"FEET FIRST"
A Harold Lloyd Prod.

THE Hollywood DAILY REPORTER

Vol. 1, No. 36. Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, October 22, 1930

RKO SELLING TICKETS

Leo With Theatres May Join Franklin

New York—Joe Leo, former head of Fox's Theatres in the East and still under contract to that organization, drawing $1,250 a week but with no work, is said to be lining up a string of Eastern houses to throw into the independent string Harold B. Franklin will head.

Leo is supposed to have more than 75 houses now under option and plans to gather that many more in the Atlantic States before proceeding to the Midwest, his old stamping ground, to make further acquisitions.

Leo is one of the many high-priced, former Fox executives, being paid by Harley Clarke every week to stay away from the Fox organization.

●

Veil of Mystery Over Paramount "Co-ed" Film

With the name of the author shrouded in the deepest mystery the publicity department can evolve, Paramount announces that it will make "Confessions of a Co-ed," with a cast of younger generation players. The author, a genuine "co-ed," according to the announcement, insists that her name be kept hidden, although the innermost secrets of her heart, as confided to her diary, will be spread upon the screen.

Sam Spewack is doing the adaptation, and Marion Dix the continuity.

●

K. C. Movie Critic Joins Universal

A famous photoplay critic is now going to have the chance to tell how pictures should be made. John C. Moffitt, of the Kansas City Star, has been loaned for six months to Carl Laemmle and has gone to Universal City to join the scenario staff there.

●

Colbert-Foster Return

New York—Claudette Colbert and her husband, Norman Foster, arrived in New York yesterday from their around-the-world tour. Foster will start work immediately opposite Clara Bow, and Colbert will get under way soon with "Strictly Business," under the direction of Dorothy Arzner. Frederic March will play opposite.

Getting A Break

A studio publicity head recently announced in executive conference that there was "a leak in the publicity department." Horrified silence of the conferees. Then—a cynic: "Great! Maybe we will get some news in the papers now."

Gloria Swanson Sues For Divorce

Gloria Swanson yesterday filed suit for divorce from James Henri le Bailly de la Falaise, Marquis de la Coudraye, charging desertion. It is understood that the Marquis will not contest it.

According to the complaint, Miss Swanson and the Marquis were married in Paris in January, 1925, and separated in September, 1929. They have no children, there is no community property, and Miss Swanson asks no alimony.

●

Fox Eastern Booker Out

New York—The economy wave in the Fox organization in the East has hit Jack Hattam, head booker for all the Fox Eastern theatres. He has joined the local sales force of Universal.

Release Of Amos 'n' Andy Film With Tremendous Nation-Wide Publicity Great Tonic For Business

The greatest showmanship blast ever conceived since talkies came into being will be broadcast from one end of America to the other with the simultaneous opening of the Amos n' Andy RKO picture "Check and Double Check" in more than 200 theatres Friday.

For those sitting on the sidelines watching this marshalling of hundreds of thousands of people to the box offices in theatres scattered all over the country, the campaign presents one of the super efforts of showmanship in the history of the picture business.

Everything is scheduled and schemed for the simultaneous bang that has been lacking in the picture business for a long time and is a tribute to the business genius and modern merchandising power of all ends of RKO and companies playing this at-

(Continued on Page 2)

Para. Releases Miss MacDonald

Paramount failed to exercise its option on the contract of Jeanette MacDonald, which had four and a half years to run.

Miss MacDonald has appeared in three pictures for Paramount since signing the contract, but on account of eliminating musicals from its program, the company eliminated her from the payroll.

Agfa Markets New Neg. Stock

As a result of more than a year's intensive experimental research in an effort to develop a panchromatic film that will eliminate light, the Agfa film engineers have perfected a negative which they claim will revolutionize the industry, insofar as lighting is concerned.

The Agfa concern has been unable to make deliveries on raw stock for the past six months, due to these experiments.

●

Establish Permanent Film History Exhibit

New York—The Society of Motion Picture Engineers, in convention at the Hotel Pennsylvania, did little of interest yesterday except to vote the establishment of a permanent exhibit of historical objects relating to the industry. The exhibit will be in the Museum of Peaceful Arts.

●

New Tiffany N. Y. Mgr.

New York—Al Blofson, who has been the Tiffany exchange manager in Philadelphia, has been transferred to the New York office, succeeding Phil Myers, resigned.

●

Conti With Oakie

Albert Conti has been added to the cast of the Jack Oakie picture which Eddie Sutherland is directing. Temporary title was "On The Spot," but that is off and no new one has been selected.

BUSINESS IN L. A. NOT HOT. FILMS, WEATHER OR BOTH

Business in the Los Angeles houses was considerably off. The weather has not been of the true California type and, too, the customers could have been one way or the other with the attractions they had to pick from, and they seemed to choose the other way.

All three of the long run attractions took dives. "Whoopee" did $14,300. "The Big Trail" sunk to $15,800 and "Just Imagine" hardly hit $11,000.

Here is the bad news of the week.

(Continued on Page 3)

"Abe Lincoln" Release

The general release date on "Abraham Lincoln" is set for November 8, by United Artists. "The Bat Whispers" will go to the theatres on November 29.

●

Young With Sono-Art

Jack Young, formerly manager of Columbia Detroit branch, is now holding down same position with Sono-Art-World Wide in that city.

ALEXANDER WOOLLCOTT Compares RICHARD BOLESLAVSKY'S Direction of Drama with Toscanini's Direction of Music (see column)

Many Changes In Upper N. Y. Houses

New picture season is bringing a flock of changes along the Up-State Rialto. In the Mohawk Valley, Reginald W. Case has given way to William J. Mandeville at the Rialto, Little Falls, and Clifford C. Smith has replaced Lee Bousquet at the Liberty, Horkimer. Mandeville comes from Brooklyn, Smith from Rochester.

In the Southern Tier, William Webb is temporarily in charge of the new Smalley house at Norwich, doubling from Smalley's Sidney theatre, while Tony Manozzi is now directing Warner's Elmira house. He was formerly at the Stanley, Utica. Hugh Schenck replaces him there. The Endwell, Johnson City, is being wired by Frank Windus; it is the last silent to go sound in the district.

Two Seneca County houses, closed during the summer, have reopened; Ross McEvoy operating the Seneca, Seneca Falls, and the State, Waterloo, this season.

•

Catholic M. P. Guild Holds Fine Meeting

The Catholic Motion Picture Guild held its first meeting of the new fiscal year last night at the Hollywood Columbus Club, with entertainment furnished by various members and visiting actors now here from New York.

Those who held spots on the program included Fred Scott, Bob Carney, Si Wells, Eddie Quillan, Ted Synder, Maureen O'Sullivan, John Garrick, El Brendel, Marjorie White, Frank Albertson, Walter Kelly, Frances McCoy. Johnnie Hines acted as M. C.

•

German General at "U"

Lieut.-Gen. Von Blumberg, of the German army, and his aide, Col. Erich Kuehlenthal, were guests at the Universal studio yesterday, under the guidance of Col. Walter Krueger, U. S. A. Gen. Von Blumberg is making a survey of educational methods.

•

Urge 50mm Standard Film

(Continued from Page 1)

and, with the changes in present equipment being so simple, could easily be made the standard gauge, even though, so far, not one picture has been made on 50mm film.

Metro is understood to be willing to scrap all its 70mm cameras if a suitable width can be adopted for screenings in theatres very soon.

Officers re-elected today were: President, John I. Crabtree, of the Eastman Kodak Co.; vice-president, W. C. Hubbard, of General Electric Vapor; secretary, J. H. Kurland, of Westinghouse Lamp; treasurer, H. T. Cowling, of Eastman Kodak Teaching Films Inc. New members of the Board of Governors are W. C. Kunzman, National Carbon Co., and F. C. Badgley, of the Canadian Governments Motion Picture Bureau.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

METROPOLITAN STUDIOS

Of the two major studios renting space to independent producers, Metropolitan seems to be the busiest, with one feature and one short in work, four units in preparation and four pictures in final editing stages.

Pictures Now in Work

"ALOHA"—Adapted from Thomas H. Ince's original story of the same name. Al Rogell directing. Scenario by Adele Buffington. Dialog by Wellyn Totman and Randall Faye. Cast: Ben Lyon, Raquel Torres, Robert Edeson, Marion Douglas, Thelma Todd, Donald Reed, T. Roy Barnes, Bob Ellis, Otis Harlan, Alan Hale, Dickie Moore, Eleanor Vandeveer, Addie McPhail, Peggy Howard, Eddie Clayton, Marcia Harris, Rita Rey.

"GIRLS WILL BE BOYS" (working title)—Educational-Christie Tuxedo Comedy. From original screen play by Al Boasberg. Adaptation and continuity by Paul Girard Smith. William Watson directing. Starring Charlotte Greenwood with Vernon Dent and Eddie Baker.

Pictures in Preparation

UNTITLED COMEDY—From original story, "The Wedding," by John Kirkpatrick. A. Leslie Pearce, director. Starring Bert Roach. Educational-Christie Tuxedo Comedy.

"WOMEN LIKE MEN"—Liberty Production. From an original play by Gertrude Orr and Doris Malloy, to be directed by Victor Halperin.

"MOTHER'S MILLIONS"—Liberty Production. Story by Howard Barnes. Starring May Robson.

"AIR POLICE"—Sono-Art. An original story by Arthur Horl.

"HELL BENT FOR FRISCO"—Sono-Art. From an original by Gene Pritchard.

"BELOVED ENEMY"—Rogell Production. Directed by Al Rogell. From an original story by Seton Miller. No cast or writer's credits.

"THE PROPERTY MAN"—Phil Ryan Production. Original story and adaptation and continuity by the staff. Starring Chester Conklin. Director, Frank Griffith.

CRAIG HUTCHINSON is preparing to make a series of ten two-reel subjects for "Big Four" release.

HAROLD LLOYD is assembling a staff of writers to work out his next production.

"FRONT PAGE"—Stage play by Ben Hecht and Charles MacArthur, to be directed by Lewis Milestone for Caddo Productions.

Pictures in Final Editing

"CHARLEY'S AUNT"—Original story by Brandon Thomas. Directed by Al Christie. Screen play and dialog by F. McGrew Willis. Dialog director, A. Leslie Pearce. Featuring Charlie Ruggles, Doris Lloyd, Hugh Williams, Halliwell Hobbes, Phillips Smalley, Flora Sheffield, Flora Le Breton, Wilson Benge.

"EX-FLAME"—Based on "East Lynne." Adaptation and dialog by George Draney. Directed by Victor Halperin. Featuring Neil Hamilton, Marian Nixon and Norman Kerry, with Judith Barrie, Roland Drew, May Beatty, Snub Pollard, Lorimer Johnson, Joan Standing, Cornelius Keefe, Joe Noth, Charles Crockett, Gus Reid and Billy Haggerty.

"EXPENSIVE KISSES"—From an original story by Bert Levy. Continuity and dialog by Jimmy Starr and Harry McCoy. Educational-Christie Tuxedo comedy. Starring Bert Roach, with Eleanor Hunt and Ernest Wood.

"COLLEGE CUTIES"—An original story by Dick Smith and Neal Burns. Dialog and continuity by Walter DeLeon. Directed by Nat Ross. Educational-Christie Vanity Comedy. Featuring Marian Shockley, Eddie Tamblyn, Iris Adrian, Ronnie Rondell.

"WELCOME HOME" (working title)—Original story, continuity and dialog by Walter DeLeon and Neal Burns. An Educational-Christie Gayety Comedy. Directed by William Watson. Starring Johnny Hines and featuring the Davis twins, Doris Phillips, Betty Gray and Jimmy Finlayson.

ROBERT C. BRUCE—Talking scenics.

BROWN AND NAGEL—Romantic adventures.

Peggy Wood's Illness Takes Weaver Abroad

John V. A. Weaver, author and Paramount contract writer, left for New York suddenly last night, bound for London. Mr. Weaver received a cablegram containing news of his wife's illness from a nervous breakdown. Mrs. Weaver is Peggy Wood, well known to both the stage and screen and has been playing the lead in "Bitter Sweet" for the past two years in London.

Jack Stone To Survey Foreign Field For Fox

Jack Stone, head of Fox's foreign production department, will leave here tomorrow night for New York and will immediately sail for Europe to make a general survey of foreign production conditions and the market.

He was tendered a farewell party last night at the studio commissary, where more than 100 studio executives and workers were guests.

29 Ohio Houses Reopened Recently

Cleveland — During the last few weeks 29 theatres in this state have reopened. That the out-of-date theatre is passe and going into the limbo of has-beens is indicated by the converting of 14 houses into places for other kinds of business. The 29 houses operating again are the New Park, Akron; Spicer, Astabula; Nixon, Campbell; Crown, Cleveland; Manhattan, Moreland, Sun and Parkview, Cleveland; Lincoln, Dennison; State, Dover; Rialto, Lima; Capitol, Hicks, ville; Rialto, Lima; Royal, McComb; Mantua, Mantua; Lyric, Mount Vernon; Orpheum, Marion; Gem, New Washington; Strand, Payne; Capitol, Sidney; Ohio, Spencerville; Elite, Stryker; Palace, Tiltonsville; Palace and Rivoli, Toledo; Ohio, Upper Sandusky, and Cameo and Victor, Youngstown.

•

Sound in 240-Seater

L. C. Pearson, of the Northern Electric Company, which distributes Western Electric sound systems in Canada, receives credit for bringing in a contract for an installation in what is believed to be the smallest theatre in the world. The house is the Crescent at Temiskaming, Quebec, and seats 240.

•

To Enforce "Kontingent"

(Continued from Page 1)

who have heavy overhead over here in exchanges and selling organizations and also with German versions made in Hollywood, Paris and other foreign points, and a plentiful supply of dubbed talkies.

The "kontingent" construes a picture made out of Germany, even though it be made with a full German cast and direction, as one coming under the rules of the "kontingent" and as such, it must subject itself to the quota.

Paramount with its German versions made in Paris, Metro with its Hollywood group in German, and Universal with all the talkies it has planned for Universal City with German players, will be affected most. Paramount-Metro with a program of 30 pictures, have announced, but three for release; they are "Abie's Irish Rose," "The Love Parade" and "Hallejuh." The first two have dubbed German and the last is in its original form.

Learn to Dance from Dancers

MOSCONI BROTHERS

SCHOOL OF STAGE DANCING

Auditions For Stage Talent Every Wednesday at 11 A. M.

Auditions For Children Every Saturday at 11 A. M.

WRIGHT-O

Scripts, Plays, Parts Copied

. . . Suite 206-7-8-9 HE-6812

6233 Hollywood Boulevard . . .

THE Hollywood DAILY REPORTER

Vol. 1, No. 35. Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, October 21, 1930

50 mm. STANDARD FILM

PATHE SHAKES SALES FORCE

New York—General Sales Manager E. J. O'Leary, of Pathe, has made a number of changes in the personnel of his exchanges throughout the country. The most important change is the elimination of the Central Division, leaving Pathe with four sales divisions—Eastern, Southern, Western and Midwestern.

Following the resignation of the Central manager, Harry Graham, the offices at Cincinnati, Cleveland, Indianoplis, St. Louis and Pittsburgh

(Continued on Page 2)

Allied Exhibs Meet In Boston

Boston—The Allied Theatres of Massachusetts will hold the first of a series of get-together meetings here today. These meetings are primarily for the purpose of instituting a closer relationship between fellow members. At the annual meeting of the association George A. Giles, president; Thomas B. Lothian, vice-president; Stanley Summer, treasurer; J. J. McGinness, secretary; M. J. Mullin, W. B. Littlefield, J. J. Ford, I. J. Hoffman, Patrick Lydon, Thomas Meehan, Hershal Stuart, R. A. Somerby, Victor Morris, Ralph Branton, E. A. Cuddy and A. C. Munro were elected directors of the board.

"Beau Ideal" Title Holds

Figuring it would lose much of the advance publicity acquired by "Beau Ideal" in story form, RKO has decided to stick to this handle in releasing the screen version of the book.

RKO's New York office thought "The Devil's Battalion" would be a better title, but the coast guard could not agree and it will go out as "Beau Ideal."

Arthur and Dane in Vaud

George K. Arthur and Karl Dane will open in Elizabeth, N. J., in a vaudeville sketch and will tour the Eastern circuit of RKO houses. The Weber office did the booking, and also, booked Dave Barnum and his Deacons, to open in Memphis, November 1.

Some Payroll

As an idea of the number of people required to run one of our major studios, MGM made out pay checks to 1,984 people last week, which did not include actors, actresses or extra people.

Goldwyn-Cantor to Do Stage Musical

Eddie Cantor and Sam Goldwyn are going to do a stage musical that will be opened in Los Angeles, with a route extending as far East as Kansas City already pencilled in.

After the run of the show, it will be transferred to the screen to follow "Whoopee."

Ungar to Produce 'Ourang'

Arthur Ungar, associate producer at Universal, will do "Ourang" as his second picture. The film will be made from the results of the Harry Garson expedition to Borneo, Sumatra and the Dutch East Indies. Garson left last April and will be back in a month or two.

New Width To Replace 35 mm. Urged By Motion Picture Engineers To Settle The Wide Film Question

New York—The adoption of fifty-millimeter film as the standard gauge, thereby settling all the difficulties that now exist in the industry over the wide film proposition, was strongly advocated today at the first meeting of the Society of Motion Picture Engineers at the Hotel Pennsylvania.

The concensus of opinion was that this change would solve all the troubles, because the present projection equipment, with slight and inexpensive overhauling, can be adapted to this width and will, at the same time, handle the 35mm film.

Metro and Warners each has three wide film pictures, but cannot release them generally because of the shortage of wide film projectors in the theatres. They will, however, release them on films of less width.

The 50mm film will feature all the qualities of 65mm and 70 mm film

(Continued on Page 3)

"Chances" Is Doug Jr.'s First Starring Picture

First National has bought "Chances," a novel by A. Hamilton Gibbs, which will be the first of the four pictures in which Douglas Fairbanks, Jr., will be starred this coming year. Howard Hawks will direct.

"Chances" is a story of brotherly love and sacrifice, with a war background, the older brother giving his life to save the younger. John Monk Saunders probably will do the adaptation.

36-Hour All Air To New York Oct. 25

Beginning on October 25, motion picture people—and others—who are going to New York, may make the trip in 36 hours, all by air. The service will be inaugurated by the T.A.T. and Western Air on that date.

Passengers will leave Los Angeles in the morning, sleep in a St. Louis hotel that night, and fly to New York the next day. The new service is called "The Big Trail of the Air," as a reminder of the days when the covered wagons made twenty miles a day across the continent, as against nearly 2,000 miles a day now.

"War Nurse" At Astor Oct. 28

New York—"War Nurse," the MGM picture, directed by Edgar Selwyn, will open at the Astor next Tuesday, October 28. This follows "The Big House."

Fox Crew to Chicago

Sidney Lanfield and a crew shoved off last night for Chicago, where they will make some exterior atmospheric shots to be used in "Three Girls Lost," now being produced by Fox.

Marco Leaves For N. Y.

Marco, of Fanchon and Marco, left for New York Saturday in connection with activities at the Roxy and other de luxe houses of the Fox circuit. He will be back in three weeks.

ENFORCE 'KONTINGENT' TO PROTECT HOME FILMS

Berlin—With the marked quality of the German talkers and the great spurt of product in the studios, it becomes more evident that the "kontingent," which has been pretty much of a joke for years, will now be enforced to the letter in order to give the German producers full government backing.

This will be bad news to the American producers and distributors

(Continued on Page 3)

MGM Holds Grace Moore

Grace Moore will make at least one more picture for MGM, and possibly several, before she takes her vacation. She has cancelled her reservations for Europe, made for October 24, and will appear in a French version of "A Lady's Morals," the screen title of the "Jenny Lind" story. Jacques Feyder will direct.

$ $ $ $ $ $ RICHARD BOLESLAVSKY'S "Last of the Lone Wolf" is an outstanding program money maker for Columbia. (sig schlager)

THE Hollywood DAILY REPORTER

W. R. WILKERSON ... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

The business relations between this publication and Columbia are progressing in fine style. The studio sent over for some extra copies of the issue of October 15 in order that members of the studio force might be informed what a nice picture the plant turned out in "Brothers." Thanks, Mr. Cohn, for the extra circulation.

●

Hunter Lovelace, representing authors, has been trying to unload a yarn called "Women Like Men," written by two local Hollywood girls. He had it up before most every studio in town, with no out-and-out turn-downs, but no sale. Finally M. H. Hoffman and the Halperin's offered $1,500 and Lovelace closed. Less than an hour after, Universal phoned and put in a bid for $5,000 and another studio for $7,500.

Hoffman wants the yarn for a picture but would forego same for a cash price of $15,000, provided another studio wants to go that far.

●

The much-rumored marriage of George Jean Nathan and the fair Lillian Gish is liable to become a fact any minute. Now that H. L. Mencken, George's pal, who was America's most confirmed bachelor, has gone and got himself wed, we hear that Nathan has about decided to take the fatal leap.

●

What a whale of a difference a few hairs make. Henry Victor, an English stage actor who has been under contract to Fox for some time and has been used very little, was recently cast in "Seas Beneath" and told to shave his head so he would look more like a German submarine captain. The change made him look so much like a German that he has received several offers to play German roles.

●

There's a darn funny little book going the rounds about a dog's life in Hollywood. Al Martin authored it and he's managed to kid Hollywood settlers and those who would like to be Hollywood settlers, in a gentle but firm manner. It's all about a police dog who is brought to Hollywood for a movie career.

NEW YORK CITY

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

"SANTA FE TRAIL"

Paramount Theatre

The World: Of its kind, it's all right. Its characters are all out of a familiar mold and act their parts well.

The Times: Beautifully photographed and has its periods of comedy. It is, however, emphatically weak in drama.

Herald-Tribune: This halting and confused narrative about sheep-herders is a dull and pointless effort.

N. Y. American: Story of troubles between sheep-raisers and cattlemen. The Indians are real ones—and bad actors.

Daily News: Makes a starring vehicle for Richard Arlen, who looks so well in sombrero and chaps.

The Telegram: The cast does its best to bring the film up to the high level of recent Westerns, but for one reason or another their attempts are not altogether successful.

The Sun: Westerns may be coming into favor again but "The Santa Fe Trail" won't be responsible. This is probably the least interesting Western talkie that has come along.

"MAYBE IT'S LOVE"

Warner Bros. Theatre

The World: There is nothing which has not been done a half a dozen times in the past in these highly excitable rah-rah spectacles. The football scenes are easily the most attractive part of the picture.

The Times: The theme has been expounded by the cinema at the beginning of other football seasons. However, there are incidental properties in this variation that on several occasions caused much laughter.

Herald-Tribune: Every fall there comes the inevitable football picture. The story has been done before. It has lightness and humor and is played with zest and youthful gayety.

N. Y. American: You'll see some snappy football played in the big game sequences by the real all-American outfit.

"BILLY THE KID"

Capitol Theatre

The Times: Realife screen makes it tremendously effective. The story is merely a moderately entertaining and often unconvincing Western melodrama.

Herald-Tribune: The virtue of the film is that it is frankly what is ordinarily known as a dime novel. It suffers to a certain extent, from lethargy, but it is on the whole grand fun.

N. Y. American: Does not presume to be an historical document and as entertainment it classes up fairly well as programme production which will serve as entertainment some rainy evening.

Daily News: Far and away the most tremendous picture of the outdoors yet undertaken by the microphone camera. Scenically it is perfect and directorially, it has been packed with action.

The Sun: Despite its sincerity, its "Realife" projection, is a wooden scenario. Displayed beautiful shots of the Southwest.

The Journal: If you like plenty of shooting and hard riding, you'll enjoy the picture. And the wide film heightens the action, especially in the long shots.

"SCOTLAND YARD"

Roxy Theatre

Herald-Tribune: Has been turned into a film version of no little beauty in its photography and sometimes in its direction. As to the performance, it is a capable piece of work.

The Telegram: Expertly played, well directed picture.

The Journal: The situation is interesting and smoothly developed. It's good melodrama.

"Just Imagine" Retakes

Dave Butler and De Sylva, Brown and Henderson made some retakes yesterday to bolster up a few minor weak spots in "Just Imagine" before shipping the negative to New York for general release.

Zuro Funeral Tomorrow

Funeral services for Josiah Zuro, general musical director for Pathe, who was killed in an auto accident Saturday night, will be held tomorrow at 5 o'clock at the chapel of Glasland & Groman, 901 West Washington.

Lightman Picks Convention Com.

New York—President M. A. Lightman, of the M. P. T. O. A., has named the committee to have charge of the national convention of the organization, which will be held in Philadelphia, November 10-12. Every man on the committee has agreed to serve. The members are:

Charles Picquet, chairman, M. A. Lightman, R. R. Biechele, Willard Patterson, Frank C. Walker, Jay Emanuel, M. J. O'Toole, Sec'y., Edward M. Fay, Wm. Benton, M. L. Comerford, Samuel Dembow, Fred Desberg, Jack Miller, Moe Silver, Maj. L. E. Thompson, Fred Wehrenberg, Dean Rundell, Edward Kornblite, William Dillon, Sam Katz, Spyros Skouras, L. O. Davis, Merle Davis, Oscar Lehr, Louis K. Ansell, Floyd Maxwell, Harry Alexander, Peter Adams, J. J. McCarthy, J. Hoffman, E. G. Levy, Ernest Horstman, Jaqe Lourie, Sen. J. H. Bean, Michael White, Sidney Nutt, H. D. Wharton, Ed. Kuyendahl, R. X. Williams, Robert R. Vilby, Arthur Lucas, Love B. Harrell, A. B. Nomand, Sidney Lust, A. J. Brylawski, Frank Durkee, J. Louis Rome, Theodore Hays, Harry Nolan, J. J. Ruben, I. W. Rodgers, John A. Schwalm, Martin G. Smith, William James, Jack Harwood, P. J. Wood, I. Libson, I. Weinberg, Tony Siedekum, E. L. Drake, Louis Markus, John B. Ashton, E. A. Burford, Al. Ringling, M. J. Kallett, Meyer Schine, William Smalley, Walter Vincent, William Quigley, Abe Sablosky, John Harris, Jr., Mike Manos, Stanley Elkin, L. J. Chamberlain, Col. M. S. Butterfield, George Trendle, A. C. Zaring, Ben Berinstein, Cliff Griffin, Rodney Pantages, Michael Gore, L. L. Bard, E. V. Richards, J. H. Saenger, Rupert Richards, Phil Isley, W. L. Lawrence, E. Van Hying.

●

Pearl Eaton Sells Out Her RKO Contract

RKO abrogated Pearl Eaton's contract, which had five more months to go, for a money consideration.

The dance director plans to take a company of the original RKO studio girls to New York to shape into an act, then to London. Marni Sawyer, her assistant while Miss Eaton was under contract to RKO, will remain in Hollywood and is being replaced by Dorothy Ray for the Eastern and European engagements.

●

Pathe Sales Shake-Up

(Continued from Page 1)

have been transferred to the Midwestern division, and Buffalo goes to the Eastern.

Nate Sandler, a Des Moines salesman, succeeds Lou Elman as Des Moines branch manager, and Elman takes the Milwaukee office, replacing T. Greenwood. C. E. Lundgren becomes branch manager at St. Louis, succeeding W. E. Branson, now assistant to General Sales Manager O'Leary. James Reilly, of Buffalo, replaces Oscar Ruby, resigned at Cleveland, and Harry Dixon, formerly with RKO, takes the Buffalo office.

Other changes probably will be announced within a few days.

PAUL PEREZ

now writing
originals,
adaptations,
continuity and
dialogue at

FOX

Exclusive
Representative

Ruth Collier, Inc.
CR 4161

IF YOU MUST ADVERTISE—

and want to reach

EVERY EXECUTIVE

in the Motion Picture Industry

USE

THE Hollywood REPORTER

TODAY'S FILM NEWS TODAY

The Surest Medium for

DIRECTORS
PLAYERS
WRITERS

DEATH, TAXES, CANNED MUSIC, ALL SURE IN L. A.

Constant development in canned music and its amplification are making Los Angeles and its suburbs a community of everlasting music, permeating the air at all hours of the night.

Thousands of trucks, with living billboards and grotesque figures mounted on the bandwagons, parade up and down the main thoroughfares and in the neighborhood districts, advertising anything from a corn plaster to the current attractions of legit and picture houses. Not being satisfied with the land ballyhoos, firms who can afford it are employing airplanes to broadcast canned music from the air.

If a person should happen to seek a quiet day at the beach, he is confronted with the same menace. Even though away from the central part of the beach concessions and in a desolated spot on the beach sands, a tug boat passes with a loud speaker announcing "Zilch's Home Made Cookies are the best," or "don't fail to see 'The Scarlet Passion,' now current" such and such a theatre.

With the fall election near at hand, candidates for offices of every description are employing the bandwagons to parade the streets twelve hours a day.

•

Flaherty's New Company

New York—Pat Flaherty, former head of the Fox Red Star Music Co., will organize his own music house and is expected to open offices December 1.

Phil Kornheiser, also one of the head men for Feist for more than 20 years, is already publishing under his own name.

•

Music Sales Grief

One of the newly acquired stores in Seattle is giving Music Sales Corp. a load of headaches, because it is losing more money than any other music counter concession in the nation-wide chain. Art Schwartz, western head of the retail chain, is now in the northern city to unravel the difficulties. From there he will go New York for a conference with the home office.

•

Reynolds Reclaiming Plant Ruined By Fire

Fire Saturday morning destroyed the Reynolds film reclaiming plant at Lillian Way and Willoughby Street, where old hypo and junk film was used for silver refining purposes. The same building was utilized by Lillian Albertson, stage producer, for rehearsals and storage for costumes, sets and props of "Desert Song" and other plays which went up in smoke. Fire for a time threatened old Keaton studio across the street where Columbia have built sets and miniatures for "Dirigible."

First National Holds Rogers, Hart and Fields

In the face of the present depression in screen musicals, First National has exercised its option on the services of Dick Rogers, Lorenz Hart and Herbert Fields, calling for six more months of service at writing original musicals. Their first under the new term will, in all probability, feature Ona Munson.

Miss Munson leaves for New York next Friday and will confer with the trio on a new idea that will go into production shortly after the first of the year.

•

Studio Press Agents Are Now Exploiteers

In an effort to attain the highest point of efficiency, although both the Warner and First National studios are practically void of any activity, Jack Warner has asked, in a nice way, that the publicity departments of both plants contribute their resources to the devising of exploitation campaigns for Warner pictures.

The effect of this request has already proven itself very valuable to the extent of the campaigns being used throughout the Warner chain of theatres.

•

Melody Hour Clicks

The "California Melodies" hour, released each week over the Columbia network and emananting from the KHJ station here, now has a total of 57 stations taking the hour, out of a total of 82 in the network.

These hours are confined to playing music created in California and used in motion pictures. They try to give every musical picture a plug with a number used in that picture. In exchange for this, the producers furnish one or more of their featured name players to augment the musical program with a sketch or song.

•

German Novelty at Metro

Metro is now making a novelty feature in German, featuring Paul Morgan, well known German comedian. The subject is based on Morgan's impressions of Hollywood and shows that character making the rounds of the film capitol in intimate shots, under the guidance of Egan von Jordan.

The picture will show him meeting prominent film celebrities and will be released on the German market under the title of "Seeing Hollywood."

•

"Moby Dick" in German

First National will start production on the German version of "Moby Dick" tomorrow, with Michael Curtiz directing. Wilhelm Dieterle will play the role that Barrymore played, and Lissi Arna, the part played by Joan Bennett.

Twelve Best Sellers

In sheet music along the Pacific Coast for the week ending October 17 show the following in the order of aggregate sales for the week:

"Moonlight On The Colorado," (Pop) by Shapiro-Bernstein.
"Little White Lies," (Pop) by Donaldson, Douglas & Gumble.
"Kiss Waltz" ("Dancing Sweeties," WB) by Witmark.
"Confessin'," (Pop) by Berlin.
"Down the River of Golden Dreams," (Pop) by Feist.
"Bloom Is on the Sage," (Pop) by Preeman.
"Betty Co-Ed," (Pop) by Carl Fisher.
"If I Could Be With You," (Pop) by Remick.
"Go Home and Tell Your Mother," ("Love in the Rough," MGM) by Robbins.
"I'm Yours," ("Leave It To Lester," Par.) by Famous.
"Beyond the Blue Horizon," "Monte Carlo," Par.) by Famous.
"Always and All Ways," (Monte Carlo," Par.) by Famous.

St. Louis Musicians May Settle With Chains

New York—The meetings being held here between the representatives of the St. Louis musicians and the theatre chains operating in the city are expected to bring about an agreement in a day or two.

A compromise settlement between musicians and theatres in Philadelphia has been effected.

•

Group Insurance at MGM

All employees at the MGM studios are being urged to join a group insurance plan that will give them a lower rate of insurance than they could get as individuals. In addition to the low rate, MGM is kicking in with part payment on the premium.

•

Western in Spanish

"Hoofs and Spurs," a Western that will be made entirely in Spanish, featuring Senorita Ravinelle and directed by Edmond Saignes, will be made at Cinephone studios next week.

•

"Mascots" at Tec-Art

Nat Levine announces that his Mascot serials will be made at Tec-Art. William Desmond and Tom Sanchez are the latest engaged.

•

Big Sale of "Parlez Vous"

The Famous Players Canadian Circuit has signed up for the Universal-Slim Summerville two-reel hit, "Parlez Vous," to play 56 theatres in Ontario. This comedy played nine weeks at the Carthay Circle, and is in the second week on Broadway at the George M. Cohan Theatre.

"King of Jazz" A Hit In Berlin

Berlin—"The King of Jazz" is the present sensation of Berlin, having opened at the UFA Palast to wild acclaim from both critics and public. This is the first picture since Warner's "Singing Fool" that has aroused such enthusiasm.

The first Michael Bohmen picture, "Zwei Krawatten," ("Two Cravats") was a bust at the opening, due to poor sound and bad projection. It will be hard for the picture to lick this opening. The story is weak and the direction faulty.

The Capitol is showing the second Carl Froelich film, "Brand In Der Oper" ("Fire in the Opera House") with Alexa Angstroem and Gustav Froelich in the leads. The picture is a hit.

The new Jannings picture, "Leibling Der Goetter" ("Sweetheart of the Gods") is a success. It is being shown at the Gloria Palast.

Production in the German studios is progressing in great shape, with no less than 28 pictures in various stages of production in studios around Berlin. The Germans have finally gotten on to the hang of the talkies and are going at it with the pep that is bound to mean many successful German pictures.

•

Bohr to Make Films For Latin-America

Jose Bohr, one of the first actors imported here to make Spanish pictures, has organized his own company and will make pictures for the Latin-American countries.

Bohr was first imported by Paramount, where he made one short, then was taken over by Sono-Art, where he became a star in both English and Spanish features. His first as an independent producer-star will start shooting at the Metropolitan studios around November 15.

•

Wm. Libman Dead

New York—William Libman, of Libman-Spanger Co., manufacturers of lobby displays, passed away Tuesday at his home in Brooklyn.

Art Schwartz

Sold It Was

'ONLY A MIDNIGHT ADVENTURE'

But

'TOMORROW IS ANOTHER DAY'

Which about covers everything in the present demand for popular songs from the—

Music Center of the World

HOLLYWOOD

THE HOLLYWOOD REPORTER DAILY

W. R. WILKERSON ... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

THE industry as a whole, and theatres particularly, know very little of Oscar Oldknow, the executive vice-president of Fox Theatres. Consequently, when it was announced that he was on his way to Los Angeles temporarily to take over the desk just vacated by Harold B. Franklin, those in on the know of West Coast affairs began to wag their heads, ask who he was, what he ever did and what he know about running theatres.

•

LOOK up the same crowd of head-waggers today and they will take an hour off singing young Oscar's praise. They will tell you that Oldknow "knows" what it is all about, and, of equal importance, he knows best how to go about it.

•

IN less than three weeks, Oscar Oldknow has taken an organization that was very much disorganized, due to Franklin's sellout, and one that was on the verge of panic because of the sudden change in the management of this tremendous theatre chain, and turned it into a machine that is working on all four and with more harmony that has ever existed before.

•

THE crowd, to a man, are for Oldknow, not as executive vice-president of the Fox chain, but as a man who knows his theatre and an executive who appreciates the value of being human to workers under him.

•

OSCAR OLDKNOW was born in the picture business. His father, William Oldknow, was one of the real pioneers of this industry, doing most of his work in the South. Before Oscar was out of public school, he had a hand in the running of exchanges, theafres and equipment branches owned by his father and, recently, when Harley Clarke stepped into the equipment business on a big scale, he picked young Oldknow out of hundreds of other picture men to join him in the handling of General Theatre Equipment. Then, after taking over the Fox organization, the first man Clarke called to the front for work in the management of this newly acquired property, was Oldknow.

•

YOU will hear a lot more about this young fellow. He is very quiet and unassuming, with a Southern gentility that is strange to the picture business. He knows pictures from every angle and has an uncanny judgment in sizing up a situation. Best of all, he knows how to handle men.

'LITTLE CAESAR' ANOTHER FIRST NATIONAL SUCCESS

"LITTLE CAESAR"
First National

Direction.....Mervyn LeRoy
Story.....W. R. Burnett
Adaptation and Dialog.....Francis Edwards Faragoh
Film Editor.....Ray Curtiss
Photography.....Tony Gaudio
Continuity.....Robert N. Lee
Cast: Edward G. Robinson, Douglas Fairbanks, Jr., Glenda Farrell, William Collier, Jr., Sidney Blackmer, Ralph Ince, Thomas Jackson, Stanley Fields, Maurice Black and Geo. E. Stone.

An outstanding gangster picture because of its clearly-drawn characterizations and its intelligent direction by Mervyn LeRoy, which keeps the action logical and at the same time sustains a rapid pace. Adapted from W. R. Burnett's novel of the same name, the production delves into the mental workings of these recognized outlaws of modern civilization without attempt to whitewash the gangsters or their actions.

Edward G. Robinson is the perfect Rico as the "Little Caesar," who desires to gain fame and be known as somebody through the gangster route. Anyone familiar with the Burnett character will o. k. the choice of this excellent actor for the role. He looks, acts and is the Rico of the novel. While Robinson naturally carries first honors because of the title role, the other players give performances that make the picture one of the best-acted of its kind.

William Collier, Jr., is fine as the fear-haunted Italian boy, who dies on the steps of the church because his gang is afraid of his weakness. Fairbanks, Jr., in the role of another young lad caught in the gang trap, does good work too, and carries the romantic lead with Glenda Farrell, whose part is small but well done.

Sidney Blackmer, Ralph Ince, Stanley Fields and Maurice Black are the powers behind the gangs and each interprets his role neatly. George E. Stone is a "natural" in these gang roles, and is at his best this time.

The more sordid details of the story have been eliminated without impairing the action in the least. The film is also balanced with an ironical humor, much of it due to Thomas Jackson's work as the copper who finally gets the gang.

"Little Caesar" is the story of the skyrocket fame of a gangster. It is great modern melodrama, exposing a recognized racket without sentimentality.

Francis Edwards Faragoh has done exceptionally well with the adaptation and dialog. The camera work appeared only fair, while the two subtitles seem unnecessary.

•

Musical Western Is Rather Mixed-Up Film

Tiffany

Direction.....Richard Thorpe
Screen Play.....Bennet Cohn
Photography.....Harry Zech
Film Editor.....Carl Hemm
Cast: Kenneth Harlan, Slim Summerville, Dorothy Gulliver, Nita Martan, Harry Todd, Ethel Wales, Christian Trak, Lafe McKee.

Western thriller, gone musical. In trying to please everyone, they've mixed slapstick, musical comedy and an old western plot, with the result that they've not enough of any one element to draw any one type of audience.

The story deals with a show stranded in a tank town. The members, not being able to pay their hotel bill, find themselves in jail. Because the hero falls in love with one of the girls, he undertakes to put on the show and raise the money from the ticket sale. The obstacle to this is the owner of the opera house, who wants his money first. A blonde in the troupe makes him change his mind and then, when everything is set, his wife and some other woman of the town band together to stop the disgraceful display of legs. So it's up to the hero again. He makes love to the wife, who, it seems, has a crush on him, and the show goes on while he has her out for a buggy ride. There's a misunderstanding, of course, when the heroine finds the hero kissing the rather elderly wife; but as soon as he explains he was doing it all for the show, she believes him and all is forgiven.

There's a rather useless Menace, whose part consists of stalking the hero and overhearing conversations from behind buildings. He's a bold, bad man and the whole town's afraid of him; but somehow the idea doesn't get over to the audience and he becomes an annoying drag on the picture. Of course, he robs the money from the ticket sale and ties up the hero; but luckily there's a nail around, so the hero makes his escape and recovers the money.

The comedy was excellent, with Ethel Wales, Slim Summerville and Nita Martan taking the honors. Dorothy Gulliver hasn't much acting to do, but sings in a very pleasing voice. Kenneth Harlan, as the big, brave hero, is rather handicapped by the hackneyed part, but comes through like the fine actor he is.

Some of the outdoor shots were exceptionally beautiful, especially the chase by moonlight.

Pick Woman Lead For RKO Feature

Capitalizing on her popularity, First National is cashing in on the services of Loretta Young, who has just been farmed to RKO for femme lead in "The Devil's Battalion."

When First National shut down seven weeks ago, Sam Goldwyn took the actress over to play the lead opposite Co' an in "The Prodigal."

Irene R ch has also been added to "The Devil's Battalion" cast.

•

Non-Musical Comedy Marilyn Miller's Next

Marilyn Miller's next picture under her Warner contract will be from an original story, now being prepared by the staff. It will not be a musical but a comedy drama, with college life as the theme.

•

"Sour Grapes" for RKO

RKO has purchased the screen rights to "Sour Grapes," written by Vincent Lawrence and produced on the New York stage by Willia Harris.

•

New One for Cruze Prod.

"The Command Performance," a New York stage hit by C. Stafford Dickens, has been purchased by Jar Cruze Productions. Gordon Rigby adapt it and Walter Lang will dir...

•

"Rebound" Postponed

Having considerable trouble securing suitable players to support Ann Harding in "Rebound," Pathe has shoved production of the picture ahead until such time as the 100 per cent perfect cast can be obtained.

•

Keep Tabs On Musicals

(Continued from Page 1)

out the country. This attention is being given to ascertain to what extent the public is receiving such worthwhile musicals as these have been rated to be.

If they click in accordance with the unanimous favorable critic opinion, it may change the whole scheme of picture making to such extent that the producers will go back into musicals more pretentiously.

One large company is already patterning the theme of "Just Imagine" on a greater scale, and believes it will stave off other producers from getting the jump on them if they cover up all details of its production. The under cover musical, as learned by a reporter of this paper, is so closely patterned after the "Just Imagine" theme, that the only difference he could see was that the story carried the players and action into the period of the year 2130, starting in the year 1930. This is giving some of our highly imaginative scenarists something to work on and will undoubtedly be the forerunner of a flock of futuristic pictures that will have no limit in the prolific prophetic minds of our present day writers.

If Jules Verne were living today he would be in big demand.

Newark Musicless Theatres Do Well

Newark.—Without musicians for four weeks, Loew's, Proctor's, the Newark and the Branford, are still holding up well. Loew's is especially fortunate, for it has been having some good Metro pictures. Right now, Robert Montgomery in "Love in the Rough," is drawing the flappers.

With a scarcity of product, since dropping Paramount, Warner is concentrating its class pictures at the Branford because of the big overhead. "All Quiet" is there now and "Whoopee" follows. There is talk of closing the Mosque for a few weeks in view of picture shortage. "Old English" at this house failed to click.

The Capitol with "Moby Dick," the Newark with "Reno" and "The Squealer" and Proctor's with "Africa Speaks" are all doing fairly. "The Silent Enemy" flopped in its second week at the Little, and this house hereafter will stick to foreign films, due to the large German patronage.

•

"The Spoilers" Tops Business in St. Paul

St. Paul.—"The Spoilers" at the Paramount is doing top business this week. Gary Cooper always drags them in here, and Kay Johnson is well liked. "A Lady Surrenders" at the Orpheum is doing fairly. The stage names mean little, which leaves only Conrad Nagel as a draw.

At the Riviera, "Call of the Flesh" is not doing well. Novarro fans seem to be dwindling. "Africa Speaks" at the President is getting a good play, and "Road to Paradise" is holding up well at the Tower.

•

"Whoopee" Goes Big In Indianapolis

Indianapolis. — "Whoopee," playing a second engagement at the Palace, is almost as big as on its first visit. It may break its former record, as 17,000 teachers are holding a convention here.

"Scarlet Pages" at the Indiana and "Moby Dick" at the Apollo did fairly well, and "Follow Thru" was good at the Circle. "All Quiet" at the little Ohio got over, and "Sinner's Holiday" gave the Lyric a week better than average.

•

"Holiday" Does Best In St. Petersburg

St. Petersburg, Fla. — "Holiday" topped all pictures shown in St. Petersburg the past week, playing to big crowds at the Alcazar. Critics called it the first really good picture in weeks. "Soup to Nuts," which followed it, was dull.

"Call of the Flesh" did well at the Pheil, but "Liliom" at the same house, flopped. The Florida, a Publix house, and the Plaza, will not open until December.

•

New Title for 'Beau Ideal'

Radio Pictures has changed the title of 'Beau Ideal" to "The Devil's Battalion.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

RKO STUDIOS

RKO continues to operate at peak with four features and one short in work and seven features in final preparation, which are expected to go into production within the next month. Features working now are:

"CIMARRON"—Adapted from Edna Ferber's novel of the same title. Wesley Ruggles directing. Adaptation and continuity by Howard Estabrook. Starring Richard Dix with Irene Dunne, Estelle Taylor, Rosco Ates, Nance O'Neil, William Collier, Jr., George E. Stone, Stanley Fields, Robert McWade, Edna May Oliver, Frank Darrien, Eugene Jackson and Dolores Brown featured.

"THE DEVIL'S BATTALION"—Adapted from Percival C. Wren's novel, "Beau Ideal." Herbert Brenon directing. Adaptation by Elizabeth Meehan. Scenario by Paul Schofield. Featuring Ralph Forbes, Loretta Young, Irene Rich, Lester Vail, Don Alvarado, Otto Matiesen, Paul MacAllister, Leni Stengel, and Hale Hamilton.

"HOOK, LINE AND SINKER"—Original story by Tim Whelan. Adaptation and dialog by Tim Whelan and Ralph Spence. Associate producer, Myles Connolly. Director, Edward Cline. Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Jobyna Howland, Ralf Harolde, Natalie Moorhead, George Marion, Sr., Hugh Herbert, Bill Davidson and Ben Hendricks, Jr.

"THE QUEEN'S HUSBAND"—Adapted from Robert E. Sherwood's play of the same title. Lowell Sherman directing. Adaptation and continuity by J. Walter Ruben. Associate producer, Henry Hobart. Featuring Lowell Sherman, Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell, Gilbert Emery and Alan Roscoe.

"TRADER GINSBERG"—Two-reel comedy produced by Louis Brock. Directed by Mark Sandrich. Starring Nat Carr.

Pictures in Preparation

"WHITE SHOULDERS"—Adapted from Rex Beach's novel, "Recoil." Adaptation and continuity by J. Walter Ruben. Melville Brown will direct. No cast selections.

"CHILDREN OF THE STREETS"—Original story by Robert Milton and Guy Bolton. Betty Compson will be featured. No director or supporting cast yet.

"KEPT HUSBANDS"—(Tentative Title). Being adapted by Forrest Halsey. Sue Carol will be featured.

"SOUR GRAPES"—Adapted from a stage play by Vincent Lawrence. No director or cast.

"PRIVATE SECRETARY"—Original story by Alan Brener Schultz. No director or cast.

"WAITING AT THE CHURCH"—Original story by Vandah Owen. No director or cast.

UNTITLED COMEDY—Featuring Bert Wheeler and Robert Woolsey. Now in preparation by Douglas MacLean and Al Boasberg, associate producers.

Pictures in Editing

"SHEEP'S CLOTHING"—Original story by Keene Thompson and Agnes Brand Leahy. Associate producer, Myles Connolly. Directed by Louis Wolheim. Adaptation and dialog by Hugh Herbert. Featuring Louis Wolheim, Mary Astor, Ian Keith, Hugh Herbert, Russell Powell, Alan Roscoe and Bert Starkey.

O'Keefe Made Local Manager for Pathe

E. J. O'Leary, general sales manager of Pathe, has transferred Allen O'Keefe, Salt Lake City manager, to the Los Angeles office, replacing Joe Stout, who has resigned. R. W. Drew, salesman, replaces O'Keefe at Salt Lake.

The Salt Lake exchange, under O'Keefe, won the M. P. P. D. A. "Good Housekeeping" trophy last year.

•

"U" Product for Fox

New York—All Fox houses that are not in opposition to Warner's, Loew's and Publix will play the Universal product in a deal that will be signed in the next day or two. The other contracts were signed some time ago.

Early Start At F. N. On "A Lady For Love"

A girl's life in a boarding school may not be entirely original screen material, but to have the heroine fall in love with a professor is something out of the ordinary, and First National will use this as the theme in "A Lady For Love," to be taken from the Alan Brener Schultz play.

Loretta Young will play the lead, with Clarence Badger directing. It will be one of the first to go into production after the studio re-opens.

•

Lightman's Re-Election

Philadelphia.—The re-election of M. A. Lightman as president of the Motion Picture Theatre Owners of America is expected when the convention gets under way here November 10.

Fox After Houses In The Southland

Dallas, Tex.—Emissaries of the Fox Theatres are in Dallas seeking a site for a theatre. It is claimed they have already secured options in Fort Worth, San Antonio, Houston, Birmingham, Ala., and New Orleans.

The move is probably prompted by the break-up of all negotiations between Fox and RKO for the former's product in houses in the Southern territory, plus the fact that Fox wants houses in both Birmingham and New Orleans.

•

Fairbanks, Jr., To Star In New Air Picture

Another air story, more powerful in drama and less spectacular in air stunts than "The Dawn Patrol," is now being prepared for production by First National, with Douglas Fairbanks, Jr. to be starred.

John Monk Saunders, author of "The Dawn Patrol," is writing the story, while Howard Hawks, director of the former air picture, will direct.

•

Sequel to "Accident"

Believing "The Little Accident" to be a great box office draw, Universal has now put its staff to work on a sequel to the bedroom yarn and will use "Oh, Baby Won't Tell" for the title. Al DeMond will produce, with Jerome Horwin now supervising the writing of the story.

PRODUCTION NOTES

Halperin Brothers have bought the screen rights to 'Women Like Men," an original by Gertrude Orr and Doris Malloy, and will make it for Liberty release. Hunter Lovelace arranged the sale.

•

Beth Milton, New York stage actress, will make her screen debut in support of Jack Oakie in his next picture at Paramount.

•

Florence Ryerson to Tiffany to write treatment for "Drums of Jeopardy."

•

Richard Tucker and John Miljan in "Inspiration" at MGM.

•

Richard Carle, having completed a series of shorts for Bruce Mitchell, has left for New York to play in "The New Yorker," the new Shubert revue.

•

Purnell Pratt has been cast for the heavy role in "The Southerner" at MGM. Lawrence Tibbett is the star and Harry Pollard the director.

Our Research Material is an inexpensive way to secure "Production Value."

International Kinema Research

HE-8761 Hollywood Security Bldg.

BALTIMORE
Cream Puffs *and* Slams
On NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

"UP THE RIVER"
New Theatre

Baltimore Sun: Joily little farce with unusual qualities. Nonsense, but good nonsense.

Baltimore Post: The weak continuity doesn't detract from the very funny sequences. Has its share of laughs.

"ABRAHAM LINCOLN"
Auditorium Theatre

Baltimore Post: Series of brilliant episodic vignettes. A picture that will linger in the memory.

Baltimore News: A picture that will live a long time. Moving and impressive narrative. A magnificent picture.

"WHOOPEE"
Stanley Theatre

Baltimore Sun: Still has all the gags preserved intact, but put over with so much spirit, so much pleasure that you laugh like a goof. It is also a very lovely and beautiful sight.

Baltimore Post: From start to finish you'll mentally thank Eddie Cantor for having decided in favor of the talkies. In its entirety "Whoopee" is worth a visit to the Stanley.

"DU BARRY, WOMAN OF PASSION"
Century Theatre

Baltimore Post: Smacks of other days, not only historically. Will be found excellent entertainment.

Baltimore News: Gorgeous scenically and it is presented in dramatic fashion.

"HALF SHOT AT SUNRISE"
Keith's Theatre

Baltimore Post: Seldom do laughs come more continuously. If you enjoy comedies, it is a film to put on your list.

"THE SQUEALER"
Rivoli Theatre

Baltimore Post: One of the most authentic of the gangster films. Novel sort of picture.

Exhibitors Banning Remakes

(Continued from Page 1)

many cases, have instructed writers to strike an entirely different treatment of the plot, to change the title and to say nothing about it being a remake.

Titles of remakes made up to date [illegible]-National are "Sin Flood," "Lady In Ermine," "Isle of Lost Ships," "Right of Way," "The Bad Man," "Girl of the Golden West," and "The Gorilla." Silents proposed to be made by this company, and just recently cancelled, include "Furry," "Reckless Hour," "Captain Blood" and "God's Country and the Woman."

Fox remade "Cameo Kirby," "Last of the Duanes," "Six Cylinder Love" and "The Sea Wolf." Remakes proposed are "Connecticut Yankee" and "What Price Glory."

MGM made "Anna Christie," which was a bigger box office sensation than the silent, "Alias Jimmy Valentine," "Madame X," and "Spring Fever," released under the title of "Like Kelly Can."

Paramount remade "Civilian Clothes," "The Spoilers," "Tom Sawyer" and "Manslaughter." Pictures proposed include "Merton of the Movies," "City of Silent Men," "Round-up," "Huckleberry Finn," "Brewster's Millions," and "North of 36," to have the title "Stampede."

United Artists remade "Abraham Lincoln" and "Eyes of the World"; with "White Sister," "Smilin' Through," "The Dove" and "The Bat" proposed.

Warners made "The Sea Bat" and "Those Who Dance," released under title of "Dancing Sweeties." "College Widow" and "Egg Crate Wallop" are proposed, but more than likely will be cancelled in accordance with First National's present policy.

Neither Pathe nor Tiffany has contributed any, but propose to make two apiece. Titles are "The Last Frontier" and "Purple and Fine Linen" at Pathe. Tiffany has announced "Girl of Limberlost" and "Keeper of the Bees."

East and West Bound

Ona Munson will leave here next Friday night for New York, where she will consider several offers to appear on the stage until recalled here to finish up her contract with First National. Eddie Buzzell, her husband, will remain here to try his hand at directing for Columbia.

●

Evelyn Brent will leave for New York upon the completion of "Madonna of the Streets," at Columbia, to meet her husband, Harry Edwards, returning from England.

●

Roy Del Ruth left for New York Saturday night with William Koenig. The former may do a picture for Paramount in the East while waiting for Warner's to re-open.

●

Dick Pearl, formerly with C. C. Burr, has gone to New York on a two months' business trip.

●

DeMille Out In A Week

Cecil B. DeMille will leave the Cedars of Lebanon Hospital, where he has been laid up with a broken foot, in another week. He will begin casting for "The Squaw Man," his next MGM production, at once.

●

Pete Smith O. K.

Pete Smith, the publicity head of MGM studio, has been taking his vacation in bed. He is better and will return to his desk in a few days.

Nancy Carroll At N. Y. Paramount

New York—Following her record-breaking week at the Brooklyn Paramount, where she made a personal appearance, Nancy Carroll will be seen on the stage of the New York Paramount during the present week.

The little Carroll gal shattered all existing records in Brooklyn, sending the house up to $78,000. Friday and Saturday the N. Y. Paramount did record days with her as the attraction.

●

Vaudeville For Fox

Beginning last Saturday, the Fox Walker and Savoy theatres in Brooklyn, are playing vaudeville in addition to the regular feature pictures. The Fox Republic in Brooklyn will also start a vaudeville and picture policy on Saturday, October 25.

●

Poor Sound Kills House

New York—The Strand Theatre, Spring Valley, N. Y., goes under the hammer on October 21. The house was operated by the township and poor sound is said to have been its ruin. The Irving Trust Company of New York is the receiver of the 800-seat house.

●

Broadway Hit for "U"

"On the Up and Up," current at the Biltmore Theatre, New York, has been bought for pictures by Universal. It is by Eva Kay Flint and Martha Madison.

"It Is Radio's Best Picture To Date"

says Stanley Chipman in the New York Morning Telegraph—he continues: . . .

"Paul Sloane's 'Half Shot At Sunrise'

ONE OF THE YEAR'S FUNNIEST PICTURES"

—"The Cuckoos" was Paul Sloane's first comedy wow for Radio Pictures. His "Hearts in Dixie" was one of the high-water marks in direction of sentimental drama.

RADIO KNOCK OUT

THE Hollywood DAILY REPORTER

Vol. 1, No. 34. Price 10c — TODAY'S FILM NEWS TODAY — Monday, October 20, 1930

EXHIBS BAN REMAKES

NO CHECKERS, NO PICTURES

New York—Exchanges in the Greater New York territory are sending pictures out with checkers. If the exhibitor refuses to permit the Federated men free entry for information regarding receipts, he will not get the picture and will have a dark house for that engagement.

All exchange men, with the possible exception of Paramount, are bitter towards these methods, but they have no choice, inasmuch as their supervising heads signed for the Kent move to check theatre receipts and they have to abide by the agreement.

•

Franklin East; No Vacation

Harold B. Franklin left for New York Saturday night to close all details for the financing and handling of the indie circuit he is to form.

H. B. hoped for a short vacation before going to work on rounding things up, but the New York banking group financing him had other ideas and wired him to leave immediately.

Before leaving, Franklin sounded several of his trusted department heads regarding their joining him when all details for his circuit were closed, and it is understood all the men he asked placed their O. K. on joining him on telegraphic notice from New York that everything was ready.

•

MGM-Consolidated For Five Year Term

Metro-Goldwyn-Mayer has signed a five year contract with Consolidated Film Laboratories to do all of their printing for a period of five years. Universal signed early in the year for a ten year period.

•

New Name for Columbia

Dover, Del.—The name of Columbia Pictures Corp. has been changed to Columbia Pictures Distributing Co., Inc., according to application filed here a few days ago.

•

Uncle Carl Here

Carl Laemmle, Sr. and party arrived today from New York.

And They Laughed

One of Hollywood's youngest and most prominent matrons, while entertaining several guests at dinner recently, turned to the butler and said:

"James, dear, pass the vegetables again?"

T. O. C. C. To Join The Allied Group

New York—The Theatre Owner's Chamber of Commerce, the oldest and strongest theatre organization in New York, is soon to join the ranks of Allied Theatre Owners.

The T. O. C. C. crowd, for years working independently of any other theatre owners' organization, feel, it is said, that it requires additional strength in the battle against the checker system, zoning restrictions, protections and other measures framed by the producer-distributors, and the lineup with Allied is the result.

•

Racketeers Finance Scandal Mag in Chi.

Chicago—A few of Chicago's beer barons and racketeers, with nothing better to do with their great accumulation of money, are financing a magazine soon to make its appearance here. It will concern itself with all of the lowdown on picture personalities, featuring scandals.

Will Not Contract For Talkie Remakes Of Old Silents; Claim Patrons Will Not Buy

Exhibitors throughout the country have turned thumbs down on talkie remakes of old silent pictures, claiming that the 25 or more they bought last year all showed up in the red.

Those in charge of buying pictures for houses scattered throughout America have registered their kicks with sales managers and salesmen, claiming that remakes are only good for double features and must be bought very cheap at that. Their customers, they say, will not patronize houses advertising these remakes, and the public is so wise today to things going on in production that a change of title will not fool them.

First National, having contributed more remakes last year than any other one company, is the first to learn that it is not a profitable venture, and the first officially to declare remakes out, for the time being at least. Other companies, though more determined to continue the practice of remaking old silents into dialog attractions, are more or less cautious in their preparation of the new versions and, in

(Continued on Page 5)

Wm. Fox Buying Warner Stock

New York.—Specialists in amusement stocks on the floor of the New York Stock exchange were all a-flutter Saturday at the news that William Fox was buying up all the Warner stock he could grab at a price.

Fox had brokers doing the buying in an undercover manner, but the news leaked out and trading in all amusements was affected.

Schulberg May Remain In East

New York—There is an undercover yarn drifting out of the Paramount Eastern studios that B. P. Schulberg will remain in the East in charge of that plant, in addition to having the complete supervision of the allotment of stories for both stars and directors for the studios in New York and Hollywood.

Dave Selznick is listed as the active production head at the Hollywood end, with Sam Jaffee returning West as soon as the Eastern reorganization is completed.

The yarn was denied in Hollywood and squelched with a "nothing to it."

It is Paramount's idea that a change of scenery, new faces and a fling at Broadway will do all of their stars, writers and directors a bit of good. Accordingly the decision to alternate production people between the East and West.

•

Plunkett Yanks Vaud From Chi. State-Lake

Chicago—Joe Plunkett, theatre head of RKO, pulled all vaudeville out of the State-Lake, local RKO house, and turned it into a straight picture grind with glowing results.

The house has done stand-up business since the change, which has determined Plunkett to use this as the ace house for all of RKO's big picture attractions.

FATE OF MUSICALS HANGS ON 'WHOOPEE', 'IMAGINE'

Motion picture producers in Hollywood are now focusing their eyes on the box-office receipts of "Just Imagine," now current at the Carthay Circle, and "Whoopee," which is more generally in circulation through-

(Continued on Page 2)

Col. Shorts for Warners

All of the seven series of Columbia short reels have been booked into the Warner houses for the coming year. Deal involves almost $1,000,000.

CHARLES E. SULLIVAN — Vice-President of Pathe, Inc., KNOWS and WILL TELL you of the $$$$ Value of RICHARD BOLESLAVSKY to the Pathe pictures—such as "Paris Bound"—to which he contributed. (Big salesman!)

Par. Dodgers Ask Staff for Titles

Scarcity of good picture titles has become so great in production circles that Paramount is passing out handbills, similar to posters issued by a small towns sheriff's office that offer $500 reward for the capture of an escaped convict.

These giveaways are for studio distribution only, and outline in synopsis form the story for which the company is seeking a title.

Heretofore the practice of seeking titles within the studio ranks carried an incentive by offering a prize of anywhere from $25 to $50 for any title accepted. Today the studios offer nothing and expect every employee to stay up nights to think out a new title that will have box-office pull.

If anyone is caught thinking up one of the sure-fire titles while on the job he would probably get a pink ticket.

•

Life of Washington To Be Filmed in Color

Washington—A picture in color, telling the life of George Washington from boyhood, is to be made for circulation during the celebration of the 200th anniversary of Washington's birth, in 1932. Representative Sol Bloom is handling the arrangements, and the Eastman Educational Film Company will make the picture.

•

Cinephone Active

The Ralph Like Cinephone studios report that the following productions will start immediately: "The Little Baker of Venice," directed by Senor De Pascalli, in Italian; a Syndicate Western release under the direction of J. P. McGowan; and a Harry Webb production for Syndicate.

•

Cooper With Dietrich

Gary Cooper has been assigned the leading role in "Dishonored," the picture that is to be directed by Josef Von Sternberg with Marlene Dietrich as the feminine lead. It was Paramount's intention to star Miss Dietrich in the story, as it was bought for her.

•

TRADEVIEWS

(Continued from Page 1)

the moves would be prearranged by a small group long before the opening gavel was sounded and this small group had no interest in the organization itself, but only what they could personally acquire in rushing through measures acceptable to the producers and distributors. The long arm of personal rewards has even reached the State organization.

CONSEQUENTLY, the better exhibitor with the better mind stays at home, fights his own battles (costly battles) with the definite knowledge and satisfaction that he will not double-cross himself in his dealings for his own theatre, a knowledge he has never been sure of with any exhibitor organization.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

METRO-GOLDWYN-MAYER

MGM heads the list of major studios this week in volume of production activity, with seven features and one short subject in work. The number of pictures in final preparation totals five as being definitely set for early starting dates, while many others are in the writing stage. Features in production are:

"BACHELOR FATHER"—Taken from the Edward Childs Carpenter play, went into rehearsal today with Marion Davies starring. No other members of the cast have been selected. Picture is being directed by Robert Z. Leonard.

"INSPIRATION"—From an original story by the staff writers, being directed by Clarence Brown, with Greta Garbo starring and Robert Montgomery opposite.

"THE SOUTHERNER"—From an original story by Bess Meredyth and Wells Root is in its third week of shooting, with one more week to go. Harry Pollard is directing, with Lawrence Tibbett starring, supported by Esther Ralston, Hedda Hopper and H. B. Warner.

"THE GREAT MEADOW"—From novel of the same name by Maddox Roberts, is in its fourth week of production, with three more to go. Charles Brabin, in addition to assisting on the continuity, is directing, with Eleanor Boardman, John Mack Brown, Lucille La Verne, William Bakewell and Gavin Gordon in the cast.

"WITHIN THE LAW"—From the stage play by Bayard Vieller, continuity by Lucien Hubbard and Charles MacArthur, is in its fourth week, with Joan Crawford, Robert Douglas, Purnell Pratt, William Bakewell and Marie Prevost in the cast.

"TRADER HORN"—From novel of same name by Ethelreda Lewis and adapted to the screen by Dale Van Every, John Thomas Neville, Richard Schayer and Cyril Hume, is now in its eighteenth month of production and no set date for its completion. Principal work is now being centered on adding dialog to the scenes procured in Africa. W. S. Van Dyke is directing, with Edwina Booth, Harry Carey and Duncan Renaldo in the featured cast.

"REDUCING"—Started rehearsals this week with Marie Dressler, Polly Moran and Anita Page in the cast. Charles Reisner is directing from an original story and continuity by the staff.

"CRAZY HOUSE"—A two-reel novelty short went into production this week with Jack Cummings directing. Cast has Karl Dane, Cliff Edwards, Gus Shy, Polly Moran and the Albertina Rasch dancers.

Pictures in Preparation

"THE SECRET SIX"—An original by Frances Marion, to be directed by George Hill with Marjorie Rambeau and Wallace Beery co-featured.

"DAYBREAK"—From the Arthur Schnitzer play, to star Ramon Novarro. No director or supporting cast assigned yet.

"THE GREAT LOVER"—Leo Ditrichstein's famous stage success is now being prepared for Adolph Menjou's first starring picture under the MGM banner.

"DANCE, FOOLS, DANCE"—Will be the next Joan Crawford starring picture and will go into work immediately after she completes "Within The Law," now in production.

Pictures in Final Editing

"NEW MOON"—Directed by Jack Conway, with Lawrence Tibbett and Grace Moore co-featured.

"WAR NURSE"—Directed by Edgar Selwyn, with Bob Montgomery and Anita Page featured.

"MIN AND BILL"—Directed by George Hill, with Marie Dressler and Wallace Beery co-featured.

"PASSION FLOWER"—Directed by William deMille, with Kay Johnson, Kay Francis, Charles Bickford and Lewis Stone.

Cuba Complains of Scenes in "Her Man"

Washington—Dr. Jose Baron, Cuban charge d'affaires, has asked the U. S. Government to have certain scenes of alleged night life in Havana deleted from the Pathe picture, "Her Man." The scenes, he says, present a distorted view of Havana life and are deluding American audiences.

Doris Kenyon Will Have $1500 a Month

Doris Kenyon Sills, widow of Milton Sills, was awarded an allowance of $1500 a month for three months and then $1000 a month by Judge Stephens, before whom the petition for probate came. The estate was said to be approximately $100,000, exclusive of trust funds for a former wife and her daughter.

Music Leaders

For the New York district, week ended Oct. 11, as reported by the Plaza Music Company, in New York.

"Little White Lies"—Donaldson, Douglas and Gumble.
"Springtime in the Rockies"—Villa Moret.
"Betty Co-Ed" — Carl Fisher.
"If I Could Be With You"—Remick.
"Kiss Waltz"—Witmark.
"I Still Get A Thrill"—Davis, Coots and Engle.
"Go Home and Tell Your Mother"—Robbins.
"Moonlight on the Colorado"—Shapiro-Bernstein.
"Somewhere in Old Wyoming"—Morris.
"When the Organ Played at Twilight"—Santly.

MGM Buys Stage Hits

Two of the season's stage hits have been bought by MGM for picture use. They are "Dancing Partner," by Alexander Engel and Alfred Grunwald, which David Belasco produced, and "Among the Married," by Vincent Lawrence. Both are modern dramas.

•

Foreign Market A Worry

(Continued from Page 1)

studio and has been told the same story in every instance.

Some companies are still working in the dark, hoping to find a solution to the problem that will return to them the tremendous revenue once received from the foreign countries on silent pictures.

One executive, whose organization is doing quite a bit of foreign production in Hollywood, said:

"It is impossible for us to turn out a product that can measure up to the desires of foreign language countries. There is no use to kid ourselves. The best thing to do is to fold up our tent and turn the foreign field over to the foreign producers. We can not compete with them when it comes to making pictures in their own tongue."

Another producer said:

"What chance have we to make, say, a German picture here in Hollywood, or even in Germany, that can compare to a picture made in Germany by Germans? They know their country, the type of stories best suited to the picture-goers, and have the actors and actresses right on the spot, with directors who can give the production the right slant for the public for which they are being made."

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

An Announcement

Which, we feel sure, will be of interest to the industry . . .

We Have Purchased a Half Interest in

The
OXFORD PRESS
6715 Sunset Boulevard

Henceforth

THE Hollywood REPORTER

TODAY'S FILM NEWS TODAY

Will Be Printed in its Own Plant, Which Will Be Known as . .

The Fastest Growing and The Most Quoted Trade Journal in the Motion Picture Industry

The
REPORTER PRESS Ltd. . . . .

6715 SUNSET BOULEVARD
GRanite 6346

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

ROGERS IN "LIGHTNIN" A TREMENDOUS SUCCESS

"LIGHTNIN' "
Fox

Direction.....Henry King
Starring.....Will Rogers
Based on John Golden's stage success by.....Frank Bacon and Winchell Smith
Screen Adaptation .....
....S. N. Behrman and Sonya Levien
Photography.....Chet Lyons
Film Editor.....Lois Loeffer
Cast: Will Rogers, Louise Dresser, Helen Cohan, Joel McCrea, Jason Robards, Luke Cosgrove, Frank Campeau, Goodee Montgomery, Sharon Lynn.

The Fox Company has turned out a tremendous success in the production of "Lightnin'." It has box office written on every foot of the film and exhibitors may as well start to oil their ticket machines right now, for this baby is going to click off record admissions in every theatre in the land.

Will Rogers is the star, Henry King the director, and the cast is perfect in every respect.

It is by far the most auspicious role Rogers has yet essayed for the talkies and it is a sure bet that he won't lose any of his throng of admiring followers.

Henry King, who directed, has kept all the best elements of the stage play and, with the assistance of S. N. Behrman and Sonya Levien, who collaborated in adapting and dialoging the story, has developed and emphasized them through the scope of the camera. The famous retorts of "Lightnin' Bill Jones" have been preserved and new ones with a jazzy modern twang have been cleverly added.

Through the medium of photography the locale of the story, centering as it does in the Calivada Hotel, through which the state boundary line passes, leaving half in one state and half in another, takes on even greater significance, serving to heighten the comedy effects.

As the shiftless, talkative, procrastinating "Lightnin'," Rogers is the entire show, though surrounded by a capable cast, everyone of whom gives excellent acount of himself. The picture is bound to remain a "one man show" just as the play.

Running a good two hours in preview form, the film necessarily will meet the scissors. But during the unreeling of all that footage, only two scenes brought conciousness of slowness in action. These were the courtroom scene, which can be trimmed down effectively, and a tea party at the hotel, amusing but not essential.

Louise Dresser gives an excellent performance and provides an ideal foil as the energetic and ambitious wife of "Lightnin'," who loves him in spite of her irritation. The love note is introduced by Helen Cohan, as the daughter of "Lightnin'," and his protege, played by Joel McCrea. Both gave good acounts of themselves, especially McCrea. Jason Robards, as the "slick lawyer," Luke Cosgrove as the comical Civil War vet, and Frank Campeau, as the foiled sheriff, balance out the cast nicely with their well-played roles. Goodee Montgomery and Sharon Lynn appear as the pretty divorcees.

●

Novelty Shorts Will Appeal to the Kids

"NUTTY TRAVELOGS"
Cornwallis Productions

Direction.....Bruce Mitchell
Photography.....Glen Gano
Dialog.....Brownie Mitchell
Featuring Richard Carle, with Margaret Landis and Richard Searles.

Four of these novelty shorts, "African Knights," "Who Found the Pole," "Daze of 49," and "Shipwrecked," were reviewed.

Evidently the producers had the kid patronage in mind when they started these productions, for children will go for them more than grown-ups.

The story of each is built around the same idea and centers around a father, son and mother. The father, Lemuel Duckworth, is an arch-liar, who loves to brag about himself, and his son loves to hear his bedtime stories. The father tells the boy an exaggerated yarn of an imaginary exploit in his life, which is illustrated by pretentious stock shots, the father keeping up a continuous line of dizzy chatter during the action, with the ending of each subject being helped by a gag finish for a laugh.

Shipwrecks, train wrecks, Indian wars, African hunts, covered wagons, icebergs and the like are cleverly worked into the various subjects and the accompanying talk burlesques the action of the scenes.

Richard Carle is witty and entertaining. The mother and boy fill the places set for them. Recording is good, likewise photography, with the idea O. K. for theatres catering to kid patronage.

●

Millionaire Coming as a Free Lance Writer

Josef Israels 2nd, son-in-law of Mrs. Henry Moskowitz, and a millionaire in his own right, is on his way here to enter the free-lance field of screen writing.

Israels got a yen for screen writing after Doubleday, Doran & Co. accepted his novel, to be published next month under the title of "Rebecca, the Wise."

●

Sherman a Linguist

Not being satisfied to act and direct his own pictures, Lowell Sherman scored additional laurels for variety of talent by speaking five different languages in an English version of "Queen's Husband," now in production at RKO. The languages spoken were French, German, Spanish, Italian and English.

THE LOWDOWN

Frank Whitbeck, publicity and advertising head of Fox West Coast Theatres, received an SOS from Oscar Oldknow to return to his desk. Frank was on a vacation that had some days to go, but things within the Fox ranks demanded his immediate return. This, evidently, spells the end of the studio interference in the handling of local advertising of pictures playing the West Coast houses.

●

Harry Pollard has been out on the MGM lot under contract for the past seven months, waiting for an assignment to do a picture. Last week he was given the new Tibbett picture, "The Southerner," to direct, but, due to the fact that Tibbett is leaving the studio in less than four weeks for a concert tour, Pollard is compelled to shoot high, wide and handsome in order to get through with the star.

●

The Laurel-Hardy feature length comedy, originally titled "The Rap," was sent back to the studio after the first preview. The picture was remade almost in its entirety and will be called "Their First Mistake."

●

The romance of Gloria Swanson and James Henri le Baily de la Falaise, Marquis de la Coudraye, is reported to be on the rocks after five years of married life. They have been living apart for some time, and "Hank," who never will grow up, is said to have been playing around. It is understood that Miss Swanson will sue on the grounds of desertion.

●

"Those who persist gets" is the philosophy of Billy Rasmussin, local extra boy who can be seen every day in front of the Paramount studios sitting on a fire plug in plain view of the casting office.

The caster has learned to know him and whenever there is an emergency, the boy jumps from his seat at the beck and call of the caster and is in grease paint in the time it would take to place a call for some other actor.

PRODUCTION NOTES

Ruth Collier, Inc. announces the addition of Edmund Breese to the cast of Pathe's production, "Painted Desert"; of Halliwell Hobbes to MGM's "The Bachelor Father," and that Margaret Adams, a Universal player, will appear in "Death Takes a Holiday" on the legit.

●

"A Lady's Morals" is the release title of the MGM film of the life of Jenny Lind, in which Grace Moore is starred. Sidney Franklin is the director.

●

"Aloha," Al Rogell production with Tiffany release, finishes this week, and "The Beloved Enemy," by Seton Miller, goes into production immediately.

●

Jerry Drew, former stage comedian, will have the role of Dynamite in Pathe's "Painted Desert." Howard Higgin directing.

●

Monroe Owsley has been assigned the juvenile lead in "Half Gods" at Universal.

●

Al Boasberg and Douglas MacLean, associate producers at RKO, are collaborating on the next Wheeler-Woolsey story.

●

Films Libel America

(Continued from Page 1)

Americans should "shoot up" the people who make the pictures that misrepresent life in America and create extremely unfavorable impressions of American people in Europe. He asks:

"Why do Americans put up with films that travesty their social life and libel their country? These pictures are destroying esteem for America in Europe. Americans in real life are rather nicer and more polite than other people, but millions in Europe get their impressions from these American films.

"Such social life as appears in American films does not exist in America. England, France and Italy sneer at the manners of Americans. The films are responsible. Americans can surely see to it that their characteristics are not perverted on the screen. Such pictures as we see do not exalt America. They degrade it. The people who ought to have the most to complain about are the Americans."

Sir John mentions several types of pictures, including those alleged to depict college life in America. He names "The College Coquette" and "So This Is College" as "two of the many that have astonished English parents."

CORINNE
GOWNS AND COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9280
Costumer to George Olsen Club, Sid Grauman's "Hell's Angels" Prologue, and Al Rogell Productions.

THE Hollywood DAILY REPORTER

Vol. 1, No. 33. Price 10c — TODAY'S FILM NEWS TODAY — Friday, October 17, 1930

FOREIGN MAY BE LOST

TRADEVIEWS
by W. R. Wilkerson

THE eleventh annual convention of the Motion Picture Theatre Owners will be held in Philadelphia on November 10, 11 and 12. M. A. Lightman will preside and a big gathering of exhibitors is hoped for.

o

ONE of the great crimes of this industry is the fact that exhibitors will not, in any great percentage, interest themselves in an organization that should be of the greatest benefit to them. Petty politics, petty wranglings, interference and gum-shoeing from the Hays office and a hundred other things have disgusted most of the exhibition ranks.

o

IF Philadelphia gets a decent representation and the convention is really held in Philadelphia instead of the Hays New York office and if the officers elected would turn their thoughts to organization instead of producer favors and free picture rentals, exhibitors who have chosen to remain outside of the fold and fight their own individual battles, might be encouraged to attend the next convention and lend it their financial and moral support.

o

A GOOD exhibitor organization, working harmoniously with a paid head of the type man and capabilities of Jimmie Walker, the New York mayor, would do wonders for the industry as a whole. The organization would be able to put up a solid front in their battles against local ward healers, national political grafters, people who think no day is complete without some slap against pictures and save themselves a lot of money in the buying of insurance, equipment, etc., etc.

o

THE whole rub in exhibitor conventions for the past eight or nine years was the conviction on the part of really worth while theatre owners that attendance at the convention was a waste of time and expense; nothing was to be gained inasmuch as most of

(Continued on Page 3)

Inability Of American Producers To Produce Satisfactory Foreigns May Cause The Abandonment Of Field

American producers may abandon the foreign markets entirely and confine their whole attention to the making of pictures for the English-speaking countries, unless some means for the proper production of multi-lingual pictures on a safe and sane business basis can be found within a very short time.

The foreign versions of American pictures have been an out-and-out flop in every country, due to a thousand and one reasons, the main one being that it is impossible for American producers to make a foreign picture in Hollywood, or in a foreign country, that will be entirely acceptable to the country for which the picture has been made and still be on a basis that will show any profit to the producer.

The Hollywood Reporter has made a thorough canvass of every major

(Continued on Page 3)

Silver Lining

If you don't think the picture business is on the way to better things, read this from the Wall Street Journal:

"The big short interests in motion picture stocks have taken run-outs and covered their short holdings."

Exhibs Fighting New Checker Plan

New York—Floods of letters are arriving at the headquarters of the independent exhibitors, protesting against the Federated Checker plan which the film producers are trying to force over. All parts of the country are joining the kick.

In New Jersey the war is getting warm, and the new checkers are being ordered out of theatres. The distributors, although many of them are opposed to the plan, are being blamed by exhibitors, and they fear that the strong feeling will have a harmful bearing on future exhibition contracts.

o

"U" Sales Jolt Rumored

New York—Rumors of a shake-up in Universal's sales force are being noised about. Conferences of executives are being held, and it is expected that the matter will be settled before Carl Laemmle leaves for the West.

o

"War Nurse" for Astor

New York.—The Edgar Selwyn production of the MGM picture, "War Nurse," will follow "Big House" into the Astor Theatre for a $2 run.

U. S. FILMS LIBEL AMERICA SAYS BRITISH PUBLICIST

American motion pictures travesty life in America, libel its people and degrade the country, according to Sir John Foster Fraser, one of the leading British publicists, whose syndicate letter reaches 3,000,000 readers weekly.

Sir John, whose standing cannot be questioned any more than can his friendship for America, declares that

(Continued on Page 2)

Big Men Gather Warner Stock

New York—The persistent accumulation of Warner Brothers' stock during the past several days, for interests closely associated with the handling of the company, has gone a long way in discounting the difficulties in which the company found itself a short time ago.

o

MGM Seeks Foreign Site

New York—Albert Lewin, one of the MGM associate producers, is now in Europe, looking over sites for a studio, Metro desiring to produce over there.

o

Schlafer Succeeds Bershon

Jack Schlafer, former assistant to Al Lichtman, general sales manager of United Artists, will succeed Dave Bershon, western district manager of U. A., who has resigned.

Films Opening in New York Today

New York.—Broadway will see the opening of four new pictures this week: "Scotland Yard," "Billy The Kid," "Maybe It's Love" and "Santa Fe Trail." The week's line-up follows:

Astor—"Big House," 17th week.
Capitol—"Billy The Kid," 1st week.
Criterion—"Hell's Angels," 11th week.
Central—"Abraham Lincoln," 7th week.
Cohan—"Atlantic," 2nd week.
Globe—"Half Shot at Sunrise," 2nd week.
Hollywood—"Outward Bound," 4th week.
Paramount—"Santa Fe Trail," 1st week.
Rialto—"What a Widow," 3rd week.
Rivoli—"Whoopee," 3rd week.
Roxy—"Scotland Yard," 1st week.
Strand—"Maybe It's Love,"
Warners—"Old English," 8th week.
Winter Garden—"Office Wife," 3rd week.

o

Schertzinger at RKO

Victor Schertzinger, for several years with Paramount, has been signed on a long term contract by RKO.

ASK HARRY COHN about the ability of *RICHARD BOLESLAVSKY* who made for Columbia the highly successful "Last of the Lone Wolf." (big schlager)

THE DAILY REPORTER

W. R. WILKERSON — Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Raoul Walsh is certainly sitting on top of the world, and will be for the next five years, provided his options are taken up each year. Mr. Walsh has a contract with Fox that calls for his services for the next five years, with his weekly pay envelope for the present annum, $5,000. He will receive $6,000 a week in 1931, $7,000 in 1932, $8,000 in 1933, and $9,000 in 1934. One "Cockeyed World" would more than pay for his total five-year salary.

•

Three stages of married life found in three items in yesterday's papers: Viola Dana married James Thompson, golf pro, at Colorado Springs; Robert Ames was sued for divorce by Helen Oakes Ames, charging sulkiness and bad temper; Doris Deane's decree from Roscoe Arbuckle became final.

•

Those two Chaplin boys are sure taking after papa. Each is allowed by the court $6,000 a year for expenses but, according to the report filed by their mother and guardian, Lita Grey Chaplin, Charles Spencer, Jr., aged 7, spent only $2,996.96 of his in the past year, and Sydney Earl Chaplin, aged 6, spent only $3,008.64. Maybe Syd likes lollipops $11.68 worth more than Charles Spencer, Jr.

•

The signing of Walter Byron by Columbia not only reveals the fact that the English actor is once more a free-lance, but also that Gloria Swanson has again tossed aside one of her pet superstitions. Miss Swanson hates to release anyone under contract to her, and she said recently that she was afraid to release Byron, who was engaged to play in the ill-fated "Queen Kelly." Gloria once released John Boles and then the talkies came along—and look at him now.

•

The Fox Film Corporation is understood to have abandoned the Eastman color process. The only color Fox has been able to see in it so far is red, and the red foots up to more than $1,000,000.

"WIDOW FROM CHICAGO" IS B.O. FOR ANY THEATRE

"THE WIDOW FROM CHICAGO"
First National

Starring ..... Alice White
Direction ..... Edward Cline
Photography ..... Sol Polito
Story ..... Earl Baldwin
Dialog ..... Earl Baldwin
Film Editor ..... Ed. Schroeder
Cast: Edward Robinson, Neil Hamilton, Frank McHugh, Lee Shumway, Brooks Benedict.

Although it is another gangster yarn, this is bound to please even those audiences which are fed up on underworld stories. It is a snappy, fast and amusing little picture. Thanks to the excellent direction and the swell performance of Edward Robinson, things never become "heavy," and the story develops smoothly into an hour of good entertainment.

A girl, posing as the widow of a Chicago gangster, enters the employ of a gang leader in another town as a hostess in his dance hall, knowing that he, or one of his men, is responsible for the killing of her brother. The "dead" gangster shows up, but agrees to go on with the masquerade, even though he has come there to do a "job" for her boss. Matters come to a head when the girl tips off the police on the big robbery, cleverly causes the capture of the "master mind," and secures a parole for the "husband" with whom she has fallen in love.

The picture has been very well handled by Edward Cline and contains a couple of scenes chock full of suspense. The dialogue by Earl Baldwin is excellent throughout, as is the photography. It is quite evident that the director has held a tight rein on Alice White, and fortunately too, there is no singing—even in the dance hall. Edward Robinson steals the picture. Neil Hamilton as the gangster-husband (an entirely new type of role for him) did very well, though at times seemed a bit too refined.

A very amusing bit was contributed by one of the "master-mind's" henchmen, a comic with a "dead pan."

"The Widow From Chicago" is a good bet for any class theatre. Plenty of action and some laughs. Just how much a story of this type will draw these days is problematical, but once in the theatre, audiences anywhere are bound to enjoy it.

•

Life, Death and Other Things in This One

"LITTLE MOTHER"
Independent Release

Directed by.....William Bertram
Photographed by.....Don Jose
Story and dialogue by..L. V. Jefferson
Featuring: Josef Swickard, Orville Randall, Monty Montague, Jean Adair, Happy Carter and Margaret Kruse.

This picture is sponsored by the Our Brotherhood movement, a clan which believes there is no death. The picture is dead now.

The story attempts to treat of body and soul, and argues that death, while it is customary, is nothing at all, for the soul hangs around after the undertaker gets the body.

A man's wife dies in an auto wreck. He is heartbroken. A friend's wife gives birth to a baby girl, the entire childbirth episode being shown in silhouette. A mysterious light taps the newborn babe on the head and thereafter that babe is the dead wife in soul.

Ten years later.

The little girl, now ten, starts yelling for her husband and child, and her Irish mother can't figure it out. Neither could we. But that didn't stop that kid from yelling for her husband and child, so they take the ten-year-old girl to the home of the man that lost his wife. Imagine his embarrassment when the kid insists she is his wife, and the sick eight-year-old boy in bed is her son. Then the proud father speaks up thusly:

"Is this child my wife, the mother of my boy?"

And the doctor says: "Yes—she is, and let me tell you if we all could understand what it's all about we would not worry." Whereupon the preview audience said, "Righto!"

If this opus does not hit a felt padded vault then we'll have a brain examination. It has not one redeeming feature. Acting, story, dialogue, camera work and sound awful.

They asked us to review it. We have.

•

Warners to Make Musicals in N. Y.

New York—All screen musicals on the forthcoming Warner and First National programs will be made at Flatbush, according to the latest orders of the Warner home office here.

This decision was made after a thorough survey of available musical talent, which showed that the bulk was centered here because of possible stage engagements. It was deemed practical to concentrate production of the screen musicals where the talent can be had without transporting it back and forth across the country.

The new policy will enable the Warners to pick the cream of New York talent. Even though engaged in a show, players can work in pictures during the day.

•

Mary Pickford Not To Return to Stage

Mary Pickford not only will not return to the stage, but, following the completion of "Kiki," she will resume her status as a producer-star for United Artists, heading her own unit and making two pictures a year.

This was announced by Joseph M. Schenck, head of United Artists, who said:

"There is a great demand for pictures starring Miss Pickford and I have urged her to continue making productions. The advance bookings for 'Kiki' surpass even those for 'Coquette.'"

WHAT THE PICTURES ARE GROSSING IN BIG CITIES

New York—Both "Whoopee" and "What a Widow" are holding up well at the box-office. The former at the Rivoli did $52,000 on the week, while the Swanson film at the Rialto did even better, $54,000. Other pictures on Broadway and their grosses for the week are:

"The Big House" at the Astor, $16,700; "Madam Satan" at the Capitol, $61,000; "Hell's Angels" at the Gaiety and Criterion, $33,500; "Abraham Lincoln" at the Central, $17,000; "Her Man" at the Globe, $21,400; "Outward Bound" at Hollywood, $19,900; "Lady Surrenders" at Paramount, $56,000; "Liliom" at Roxy, $80,600; "Moby Dick" at Strand, $33,000; "Old English" at Warners, $14,000; "The Office Wife" at Winter Garden, $33,000.

Philadelphia

"Maybe It's Love" at Mastbaum, $35,000; "Last of the Duanes" at Fox, $27,500; "Animal Crackers" at Keith's, $15,000; "Whoopee" at Boyd, $26,000; "Dough Boys" at Earle, $18,500; "Lady Surrenders" at Stanley, $15,000; "Abraham Lincoln" at Aldine, $10,000 in three days.

Chicago

"The Office Wife" at Chicago, $42,600; "Madam Satan" at McVickers, $13,000 in three days; "Holiday" at Monroe, $3,400; "Let's Go Native" at Oriental, $29,500; "Santa Fe Trail" at Palace, $23,000; "Abraham Lincoln" at Punch & Judy, $6,600; "The Sea Wolf" at Roosevelt, $5,250 in two days; "Africa Speaks" at State-Lake, $17,000; "Whoopee" at United Artists, $27,600; "Lady Surrenders" at Woods, $19,400.

•

Counselman Hired for 'Yankee' Treatment

After working on the treatment of the new talking version of "Connecticut Yankee" for more than six months, during which time no less than fifteen writers have contributed their efforts, Fox has engaged Bill Counselman to see what he can do with it.

The task is complicated because so much of the Mark Twain humor should be used that the elimination of any of the choice lines presents an obstacle hard to overcome.

•

MGM Writers Are Now in Seclusion

Believing its writers can create better ideas off the studio lot, MGM is utilizing a score of bungalows adjacent to the walled studio property in Culver City for writing quarters.

Only the select writers are given the privilege of acquiring these much-coveted workshops, equipped with showers, parlor, bedroom and bath.

Studio Quotas Set In Chest Drive

Quotas for seventeen picture studios, totalling $175,000, have been set by Dr. Lash, chairman of the Hollywood division in the Community Chest drive. The quota of each studio is based on the number of employees and figures out at about $15 a head.

The number of employees to be solicited is 9,975, a smaller number than usual, because of the practical shut-down of two major studios. MGM and Fox head the list, the former with 2,100 employees, the latter with 100 less. The amounts allocated to each studio are:

MGM, $30,000; Fox, $30,000; United Artists, $25,000; Paramount, $23,000; RKO, $15,000; First National, $12,500; Universal, $7,500; Pathe, $6,000; Warners, $5,000; Christie, $4,000; Educational, $2,000; Columbia, $2,000; Chaplin, $2,000; Hal Roach, $1,500; Mack Sennett, $1,000; Tiffany, $1,000; Tec-Art, $1,000.

•

Oldknow Puts Onus For Renting on Managers

Oscar Oldknow, in temporary charge of Fox West Coast theatres, is said to have followed the example set by the Eastern theatre management of making house managers responsible for the renting of business or residential space in the theatre buildings.

•

Traeger's Film Campaign

Sheriff Bill Traeger is producing a short film for campaign purposes in which he talks and shows some of the good things he did during his administration. Tanar Sound supplied cameras, with Paul H. Allen doing the cranking, and Freeman Lang the studio and apparatus. The picture will be shown in local theatres, starting next week. One of the high spots in the picture shows the "Honor Road Gang" system.

•

Can't Use "On the Spot"

After considerable publicity had been given Paramount's next Jack Oakie picture, "On the Spot," the company discovered it could not use the title because of a similar title now being used for a play running on Broadway. A new caption is being sought.

•

Ungar's First Picture

Tom Reed has been assigned by Universal to work out an original story with a steel mill background. This picture will be Arthur Ungar's initial production under his contract as an associate producer, and is slated to go into production around November 15.

•

RKO Holds Mel Brown

Mel Brown has been retained by RKO for another picture. He will direct "White Shoulders," from the Rex Beach novel "Deceit." J. Walter Ruben is now making the screen adaptation.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

Paramount is living up to its promise made last week about getting back to normal activity, with five features now shooting and three ready to start within the next two weeks. The features already in work include:

"THE RIGHT TO LOVE," starring Ruth Chatterton, which is about at the end of the rope after being in work five weeks. Story is from a novel titled "Brook Evan," by Susan Glaspell. Screen treatment by Zoe Akins and direction by Richard Wallace. Supporting cast has Paul Lukas, Irving Pichel and David Manners.

"FIGHTING CARAVANS," which started about the same time as "The Right to Love," has about two more weeks to go. Story is taken from the Zane Grey novel and adapted by Keene Thompson, Ed Paramore, Jr., and Agnes Brand Leahy. It is being directed by Otto Brower and Edward Knopf, with Gary Cooper, Lily Damita, Ernest Torrence, Tully Marshall and Eugene Pallette in the cast.

PARAMOUNT STUDIOS

"NO LIMIT," an original story by George Marion, Jr., starts today in New York with a few of the principals making atmospheric shots under the direction of Frank Tuttle. As soon as these are completed the troupe will move westward, where 75 per cent of the picture will be made. The screen treatment is by Viola Brothers Shore and Salisbury Field. Cast has Clara Bow starring, with support of Norman Foster, Stuart Erwin, Harry Green and Dixie Lee.

UNTITLED JACK OAKIE started work today with Edward Sutherland directing, from an original story by Percy Heath, and script by Joseph L. Mankiewicz. Others in cast are Jean Arthur and William Boyd.

UNTITLED WESTERN, formerly known as "Stampede," started production yesterday with Ted Sloman directing, from the script by Grover Jones and Bill McNutt. Cast is headed by Richard Arlen, supported by Fay Wray and Claude Gillingwater.

Stories In Preparation

"DISHONORED," from an original by the staff, is now being prepared for production by Josef von Sternberg. It will co-feature Marlene Dietrich and Gary Cooper, with a starting date set for October 20.

UNTITLED BANCROFT, based on newspaper adventure, is now in final preparation to start October 23, with John Cromwell slated to direct. Supporting Bancroft will be Clive Brook, Kay Francis and Regis Toomey.

UNTITLED WILLIAM POWELL based on the Roy Octavius Cohen play, "Alias Mrs. Wallace," will be directed by Victor Schertzinger, with Juliette Compton and Carol Lombard in the cast. Production slated to start October 27.

Stories in Final Stages of Editing

"THE VIRTUOUS SIN," produced by J. G. Bachman with George Cukor and Louis Gasnier directing. It co-features Kay Francis and Walter Huston. Scenario by Lajos Zilahy, Martin Brown and Louise Long.

"MOROCCO," produced by Hector Turnbull, with Josef von Sternberg directing. It co-features Gary Cooper and Marlene Dietrich from scenario by Berne Vigny and Jules Furthman.

"ONLY SAPS WORK," produced by B. F. Ziedman with an all star cast. Scenario by Owen Davis, Percy Heath, Sam Mintz, Joe Mankiewicz and Jane Storm.

UNTITLED BANCROFT, produced by E. Lloyd Sheldon and directed by Rowland V. Lee. Scenario by William Slavens McNutt and Grover Jones.

"TOM SAWYER," produced by Louis D. Lighton under direction of John Cromwell. Story by Mark Twain. Script by Sam Mintz, Grover Jones and William Slavens McNutt.

"SEA LEGS," produced by B. F. Ziedman and directed by Victor Heerman, with Jack Oakie starring. Scenario by George Marion, Jr., and Marion Dix.

"ALONG CAME YOUTH," produced by J. G. Bachman, directed by Lloyd Corrigan and Norman McLeod, from scenario by Maurice Bedel.

•

Labor Woes in Tacoma

Tacoma—The labor troubles here have not yet subsided. Practically all the neighborhood houses are listed as unfair by the Machine Operators' Union. Constanti's Riviera is the only downtown house that has not met the union demands.

•

Big Four has signed Bruce Mitchell to make a series of eight Western features, working at Tec-Art studios.

Tiffany Releases O. K.

The Tiffany shutdown will not interfere with the outside producers making pictures for Tiffany, which are financed independently of the studio, such as Al Rogell, who is financed by Consolidated Film Laboratories and the Christies. Tiffany likewise has signed Ken Maynard for a series of Westerns, and the James Cruze productions will go out on schedule, it is stated.

"Her Man" Leads Tacoma Business

Tacoma — "Her Man," Pathe special, playing the RKO Orpheum, is hitting the high spots here. Arvid Erickson, the new manager, has booked "Half Shot at Sunrise" and "Check and Double Check" to follow. All the reviews of "Her Man" were extremely laudatory, and audience reaction splendid.

"The Office Wife" did excellent business at the Blue Mouse, but "Dough Boys" flopped at the Fox Rialto. The Riviera did well with "The Squealer" and "Follow Thru" at the Fox Broadway did average business.

PRODUCTION NOTES

Joel McRae, fully recovered from his recent illness, will return to work in "Once a Sinner" at Fox. Guthrie McClintic is directing.

•

Donald Dillaway, having finished work in "Min and Bill," goes into "Cimarron" at RKO.

•

Al St. John has a featured role in "Painted Desert" at Pathe. Howard Higgin is directing.

•

Eddie Dunn in Jack Oakie's "On the Spot" at Paramount. Eddie Sutherland directing.

•

Herbert Prior and Clarence Wilson in the Dressler-Moran picture, "Reducing," at MGM.

•

Knute Errikson in "Network" at Fox.

•

Rebecca & Silton have placed Glenn Tryon in "The Midnight Special," a Chesterfield Production at Tec-Art. Duke Worne directing.

•

Dave Thompson announces the signing of Doris Lloyd for a part in "The Bachelor Father" at MGM.

•

Miss Wadsworth, of the Wadsworth & O'Reilly Agency, is returning from a month's stay in New York, where she has been negotiating for new stories.

•

Gustav von Seyffertitz to "Dishonored" at Paramount. Josef von Sternberg directing.

•

Frank Rice and Harry Cording with Paramount's "Stampede."

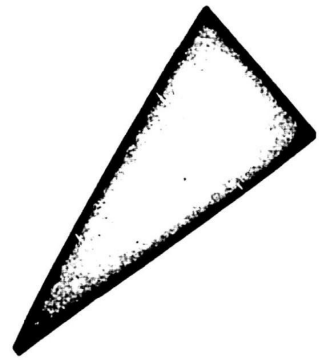
•

Le Baron Not to Go

(Continued from Page 1)

faith in Mr. Le Baron and his judgment as a producer. He holds a long-term contract with this company which will run to its conclusion. When the present contract is completed, I, personally, will do everything in my power to see that it is renewed on an equally happy basis."

Schnitzer assured all executives present that stories of this or that change in personnel, in so far as it concerned those present, was a lot of "bunk and baloney."



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

1201B

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

SIGNS

DL	= Day Letter
NM	= Night Message
NL	= Night Letter
LCO	= Deferred Cable
NLT	= Cable Letter
WLT	= Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

RALPH SPENCE

AMBASSADOR HOTEL

LOS ANGELES CALIF

WE WANT TO CONGRATULATE YOU ON THE EXCELLENCE OF YOUR DIALOGUE IN HALF SHOT AT SUNRISE STOP IT CLICKS 100 PER CENT STOP WE HAVE JUST LEARNED THAT YOU ARE TO WRITE FOR ALL OUR PICTURES WHICH TAKES A BIG LOAD OFF OUR MINDS STOP GET BUSY AND TOP HALF SHOT AT SUNRISE REGARDS

BERT WHEELER AND ROBERT WOOLSEY

The Hollywood Reporter DAILY

Vol. 1, No. 32. Price 10c — TODAY'S FILM NEWS TODAY — Thursday, October 16, 1930

SOFT PEDAL WIDE FILM

TRADEVIEWS
by W. R. Wilkerson

IF the Academy of Arts and Sciences never does another thing for the motion picture industry after issuing its report, "Standard Release Print, Makeup and Practice," it will have well earned the thanks of the entire motion picture world.

Since the advent of sound the condition of release prints has been the constant worry of the producer, distributor and exhibitor, inasmuch as a foot here or there eliminated from a sound reel, due to bad condition, has wrecked many a good show.

•

ACADEMY committee went after this condition, under the chairmanship of Irving Thalberg, and stuck to it for the better part of eight months. The results are shown in a booklet being sent to more than 30,000 projectionists throughout America, recording the findings of the committee.

Every house manager in the country should see to it that, not only does his projectionist get this booklet, but that he reads it and subjects himself to a quiz from the house man. The instructions, if followed, will alleviate a burden that has done considerable damage to the industry.

•

WE had a letter from Paris today. It states that talkers are on the down-slide throughout all of France, and the inability of theatre patrons to get their movies in silence is keeping them away from the houses. Further, that there are fewer people going to pictures today than at any time during the past ten years.

Of course, the French producer has a lot to do with this condition in not being able, up to this writing, to produce pictures of sufficient entertainment value to attract theatre patronage. This, added to the fact that France is doing everything it can to shut the doors on American productions—productions that have already packed the French houses — has brought about this condition.

We have an idea that one or two good silent pictures, American made, would clean up a lot of business in the country of "parley-vous."

Backers of Big Picture Producers Issue Orders Against Anything that Entails More Expense in Any Department

New York.—Orders have been issued by finances controlling the major picture organizations, especially those which have shown a desire to go for the wide film, to slow up on anything that requires expenditures from both production and exhibition angles.

The reason for the above orders is one of economy and an insistence of those controlling the purse-strings that extra charges shall not be saddled on motion pictures right at this time.

The change from the standard-sized film to that of 60, 65 or 75 millimeter would cost theatres better than $200,000,000, and, in the mind of Wall Street, that is a joke, and one that must be laughed off, because it is contended that the industry could not carry the burden with the affairs in their present state.

All major studios have sidetracked the wide film idea, even though Fox, MGM, Paramount and RKO have made pictures on the new width and the fact that Fox and MGM will both have pictures on Broadway next week on the new-sized film.

•

Milestone Works On Percentage

It is understood that Howard Hughes has set a precedent in motion pictures by engaging Lewis Milestone on a percentage basis.

Milestone will direct "Front Page" for Hughes, the next production which he will make, and take a percentage of the gross earnings as part of his salary. This is believed to be the first time that such a contract ever has been made between a producer and a director.

•

Crawford's New Story

Joan Crawford's next starring picture for MGM will be "Dance, Fools, Dance," from an original story by the staff. Harry Beaumont will direct, with production to start in two weeks.

•

Metzger to Europe

New York—Lou Metzger, former general manager of Universal, has sailed for Europe, where he will represent Columbia.

"Those Three Girls"

If anyone asks you "what's wrong with the picture business," refer them to Loew's State Theatre in L. A. Playing MGM's "Those Three French Girls" during the present week has shot the b. o. gross up to more than $30,000, and that's business in any man's house.

SCHNITZER SPIKES RUMOR OF LE BARON'S REMOVAL

Joseph I. Schnitzer, president of Radio Pictures, in an address before all studio executives of RKO yesterday, put at rest the underground rumors that have ben sifting through the Hollywood boulevards for the past few weeks to the effect that William Le Baron, production head, was going to be removed. Schnitzer said:

"This organization has implicit

(Continued on Page 3)

•

"Three-Girl" Fad Hits Fox Studio

Fox has fallen in line with the present cycle of "Three-Girl" pictures, which was introduced three years ago by MGM in the production of "Sally, Irene and Mary."

The title of the Fox contribution will be "Three Girls Lost," a college campus story by Robert D. Andrews. Since MGM made its first trio film, it has repeated with no less than five, the latest being "Those Three French Girls." A new one is proposed with a similar French background and theme, to be known as "Madeleine, Charmaine and Diane."

•

"Kept Husbands" at RKO

Forrest Halsey has been engaged by RKO to write the screen treatment of an original story by Louis Sarecky, tentatively titled "Kept Husbands."

$7,000,000 Cash In RKO-Pathe Deal

New York — Notwithstanding all denials, it is understood that the deal whereby RKO will take over Pathe is still on the hooks. The cash consideration involved is said to be $7,000,000. RKO owns 27 per cent of Pathe already and the $7,000,000 represents sufficient stock to control Pathe plus 50 per cent interest in DuPont Film.

Joseph P. Kennedy is said to be representing the Elisha Walker group

•

Baird Television Shown to Indies

New York—The Baird Television process had a private demonstration here for a group of independent exhibitors, the purpose being to stave off any thought of the installation of wide film equipment. Baird has petitioned the Radio Commission for permission to install a permanent broadcasting station.

This is the initial move in a campaign to interest theatre owners in installing television.

•

Norton V. P. of Sono-Art

New York—George C. Norton, attorney for Ruth Roland, has been made treasurer and vice-president of Sono-Art.

LEO MORRISON — Arranged The RKO Contract For — RALPH SPENCE — And Both Party of First Part and Party of Second Part are Satisfied

F. N. Will Screen Husband's Troubles

After scores of pictures have been made in which the woman's side of marital troubles has been the main theme, First National is going to do the other side in the filming of Geoffrey Barnes' novel, "Party Husband."

The story will go into production as early as possible to keep the other producers from beating First National to the idea. Charles Kenyon is writing the screen treatment, with Douglas Fairbanks, Jr., set for the leading role.

•

Lonsdale Play Is English Talkie

London—Frederick Lonsdale's play, "Canaries Sometimes Sing," has been made into a talking picture by a British company. It was directed by Tom Walls, who believes in sticking as closely as possible to the stage version in his pictures and it is said to be the best of his output.

The sound recording is excellent, even better than that in the other Walls productions.

•

Portugal Looking Into Film Imports

Lisbon — The agitation about the importation of American talking pictures, which is a subject of great interest in France and Germany, has spread to Portugal. The Government has appointed a commission to investigate talkie production with a view to reducing film importations.

•

Mackaill's New Role

Dorothy Mackaill's first role on her new five-year Warner contract will be the star part in "Shooting Gallery," taken from the German play by Alice Stein-Landazmann and Karl Meinhard.

William A. Seiter will direct, from the script now being prepared by F. Edward Faragoh. It will be made under the First National banner.

•

Pearson Writing Comedy

Humphrey Pearson is at work on his fifth original for First National, the present one being a sophisticated comedy with Paris as the background. He did the adaptations for "Going Wild," with Joe Brown and "Sunny."

•

New Job for Wheeler

New York—Director Cliff Wheeler is planning to leave for Europe in a few days, his destination being Roumania, where he will head a production outfit sponsored by William M. Marston and Harvey C. Weaver.

•

Five New Comedy Series

Five new comedy series will be launched by Educational this month. They will be the Hamilton comedies, a new Mack Sennett group, the Tuxedos, the first one starring Charlotte Greenwood; Lyman H. Howe's "Hodge-Podge"; and the Terry-Toons.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

FOX STUDIOS

With four features now in work, Fox is gradually getting back to a normal production basis. Seven features are in the final stages of preparation and may be ready to start any day. Normal production at this plant, as proven by the records for the past two years, is an average of eight units working weekly.

The features now in work include:

"ONCE A SINNER"—From an original story by George Middleton, who also wrote the screen treatment and dialog. It is being directed by Guthrie McClintic, with Dorothy Mackaill and Joel McCrea co-featured. Supporting cast has John Halliday, C. Henry Gordon and Ilka Chase. Has been in production since October 9.

"THE SPY"—Formerly known as "Network," from story and dialog by Ernest Pascal, and directed by Berthold Viertel, with Ralph Block as associate producer. Story deals with the Red Revolution of Russia and features Kay Johnson, Neil Hamilton, John Halliday, Freddie Frederick and Milton Holmes. Has been in work since September 30.

"SHEPPER-NEWFOUNDER"—From the Saturday Evening Post story by Stewart Edward White, has been in production since September 23. Under the direction of Leo McCarey. Screen play and dialog by Raymond L. Schrock and Leo McCarey. Cast has Edmund Lowe, Leila Hyams, Tommy Clifford, Walter McGrail, Louis Payne and Bodil Rosing.

"MAN WHO CAME BACK"—From the stage play by Jules Eckert Goodman, with screen treatment by Maurine Watkins. Is being directed by Raoul Walsh, with Charles Farrell and Janet Gaynor co-featured. Supporting cast has Kenneth McKenna, William Holden, Ulric Haupt, Peter Gawthorne and Mary Forbes. Production started October 13.

Pictures in Preparation

The list of productions in preparation shows seven to be in actual work. There is no definite starting date on any. They are:

"SEAS BENEATH"—From an original story by Dudley Nichols and William Collier, Sr. It will be directed by John Ford, with George O'Brien, Marion Lessing, Warren Hymer, Mona Maris, William Collier, Sr., David Rollins, John Loder, and Henry Victor in the cast.

"EAST LYNNE"—Now being adapted from the ancient stage play by Tom Barry and Bradley King. Frank Lloyd will direct, with Ann Harding, Clive Brook, Conrad Nagel and J. M. Kerrigan in the cast. Production to start around November 10.

"HOT NUMBERS"—An original musical by the Fox staff, will be directed by Seymour Felix as his first directorial effort on the screen for any company. Cast so far has only Frank Albertson.

"THIS MODERN WORLD"—To be directed by Chandler Sprague, with Warner Baxter starring.

"CONNECTICUT YANKEE"—Taken from the Mark Twain novel and a remake from a Fox feature made several years ago. New version will star Will Rogers and is undergoing a screen treatment by Emmett Flynn, Hayden Talbot and Harlan Thompson. No director set.

"WOMEN OF ALL NATIONS"—From an original idea by Raoul Walsh. Screen treatment is now being worked out by Walter C. Kelly, Basil Woon and William K. Wells. It will co-feature Victor McLaglen and Edmund Lowe, with Walsh directing.

"AXELLE"—An original war story depicting life in a German prison camp, by Pierre Benoit. William K. Howard will direct, under the supervision of John Considine, Jr.

"THREE GIRLS LOST"—An original story by Robert D. Andrews, is now being adapted by Bradley King. Sidney Lanfield will direct.

•

"What Would You Do?"

Syracuse—Jeanette Cuff, secretary to Manager Ray Jones, of the Paramount Theatre, pulled a lobby contest stunt here for "Monte Carlo" that made some of the professional exploiteers sit up.

A wax figure of a girl, clad only in step-ins and a fur coat, was placed in the lobby with the explanation that the young lady was a runaway bride who found herself in that attire and without funds in a railway station, her train having gone. The contest was a "what would you do?"

Warner Speeds New Road

Anticipating an increase in traffic over Dark Canyon road by the first of the year, J. L. Warner prevailed upon the county to speed up work on the building of this enlarged highway so that it would be completed by the time the First National studios resume operation. As a result of this request, the county supervisors added another shift of workmen.

•

Waxman on Vacation

New York—A. P. Waxman, advertising head of Warner's, is on a two weeks vacation in Bermuda.

Eisenstein Film Booed In Berlin

Berlin—"Longing," the last picture made by Eisenstein before he left Europe to become associated with Parmount in Hollywood, was almost booed off the screen here recently.

The booing was hardly deserved, for the production is merely a collection of beautifully photographed views of nature. If a director of less reputation had made it, it probably would have been allowed to get by.

•

Australian Theatres Are Busy Adopting Baby Golf

Sydney—A company, headed by Sir Benjamin Fuller, has been organized to construct miniature golf courses in Australia in connection with the Union Theatres, Ltd.

The theatre corporation owns the rights to the "Midget" system and will install courses in and around theatres. There is already one in operation in the lobby of the State Theatre in Sydney.

•

Murray-Sidney to "U"

Immediately upon completing their feature length comedy for Tiffany, Charles Murray and George Sidney will return to the Universal lot and complete their series of Murray-Sidney shorts, which has five out of the eight to go.

•

Eph Asher Laid Up

Eph Asher, associate producer at Universal, is confined to his home with a broken ankle, received while stepping from an automobile.

•

Ushers As Exploiteers

Syracuse — Manager William Saxton, of Loew's State, is turning his corps of ushers into exploiteers, calling them "boy managers" and turning them loose to place window displays and effect tie-ups.

•

Donahue Stays at F. N.

First National has exercised its option on Joe Donahue and he will remain another year as a featured player.

PRODUCERS AND DIRECTORS

You can now secure color as easily as black and white —and obtain color as natural as life!

LET PHOTOCOLOR SHOW YOU

Write or Phone

F. E. Nemec

Roosevelt Hotel, Hollywood

PHOTOCOLOR CORP.

729 7th Ave. - New York City

Laboratory, Irvington, N. Y.

THE Hollywood DAILY REPORTER

Vol. 1, No. 31. Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, October 15, 1930

FOX FINANCES ARE O. K.

TRADEVIEWS
by W. R. Wilkerson

RANDOM shots.

If any of you can figure for whom Chase Securities are acting in its tremendous support of the Fox stock, you will be in possession of a big story which the Reporter would like to have.

Never in the history of motion picture stock manipulation on Wall Street has an issue been banged at as has Fox Film for the past two weeks, but, with all the banging, Fox has stood firm. Extremely firm, and the inside is that Chase Securities will take all that is put on the market.

•

PLENTY of noise around the RKO studio regarding "Cimarron." Those in charge say the news is too good to be true—that rushes shown to date are of the knockout variety. Hope it's true, for RKO is spending plenty of money on this Wesley Ruggles production starring Richard Dix.

•

ALL the gag men, studio execs and comedy producers were out in force the other night for the Harold Lloyd preview. Harold certainly attracts them, whether they be fans or those on the inside.

•

THERE seems to be another soft pedal put on wide film. And there is hardly a doubt that this softening process will last for some time now, even though two pictures will be given the wide treatment in New York theatres next week.

The industry cannot and will not absorb the cost of installing wide film projectors even though there be some reason for it. And we have yet to find a really good reason for blowing the picture up to 65 or 75 millimeters. Big outside shots O.K., but after that—no value. As a matter of fact, it lessens the value of pictures.

•

EDDIE Derr, a real thinker and an ace producer, has his own ideas about the foreign question. It is the only sensible procedure we hve heard of and we will tell you more about it in a day or two.

Keep your eye on that Derr fellow.

Just a Nest of Pen-Feathers

The fraternity of the Hollywood chiseling chatterers has reached a point where they have adopted their own slogan. "Write a column and furnish your home free, even if you have to pull a wedding to do it."

Fairbanks Jr. to do a Reverse Chevalier

First National is now preparing to make a French version of a comedy air feature for exclusive release on the French market.

The story is an original by Humphrey Pearson, and will star Douglas Fairbanks, Jr., with W. A. Seiter directing.

Fairbanks will speak in broken French, with a view to duplicating mannerisms and dialect that will appeal to French audiences, the same as Maurice Chevalier appeals to American audiences.

•

Warner Leaves Oct. 23

After postponing their trip East several times, J. L. Warner and C. Graham Baker have definitely set October 23 as the starting date.

The trip will be made to scout for story material and get together with the home office on next season's product.

Election to Board of Powerful Banking Representatives Kills the Rumors of Difficulties---Fox-Loew Merger Soon

With the election of powerful banking members to the board of Fox Film Corporation yesterday, there is little doubt that the financial future of this company has been settled for some time.

At a meeting of the Fox board yesterday Murray W. Dodge, vice-president of Chase Securities Co.; Charles H. Stuart, president of Halsey, Stuart & Co.; W. S. Ingold, of Pynchon & Co.; and Dryden Kuser, were elected to the board of the Fox Film Corporation.

This sets at rest rumors that have been current for days that the financial standing of Fox was at the breaking point, due to notes of more than $55,000,000 that had to be met by the company on April 1 of next year, and more than $16,000,00 due and payable November 1 of this year.

The representation of these powerful banking houses on the board is but the first leap over a few hurdles that will eventually tend to a merger of Fox and Loew's, which no doubt will take place when market conditions improve.

•

33 New Theatres for Publix Chain

By Christmas Publix will have 27 new houses in operation throughout the country and six others in Great Britain, according to B. B. Buchanan, of the Paramount-Publix construction department. All of the theatres will bear the name "Paramount."

Franklin May Head Big Indie Chain

New York.—Harold B. Franklin is going to organize a string of theatres from coast to coast, backed by a very big and influential banking house in Wall Street.

The representative of this house, name omitted for the time being, had several talks with Franklin while he was in New York and has since been in touch with the formed West Coast head, in Hollywood, and all the preliminary work has been settled.

Final details will be worked out within the next few days.

It is Franklin's contention that there are plenty of class A houses available in strategic positions thruout the United States for the nucleus of a very strong string.

•

General Theatre To Reduce Stock

General Theatre Equipment will reduce its outstanding stock by giving one-third of a share of the new $3 preferred and two-thirds of common for each voting certificate of outstanding common stock.

The new preferred will be convertable into common on the basis of four-fifths of a share of common for each share of preferred. It will be subject to redemption at $52.50 a share.

The outstanding capital will consist of 949,318 shares at $3 and 1,898,637 shares of common.

HUGHES QUITS U. A. DEAL LEAVES FOR L. A. SOON

Howard Hughes has definitely abandoned all plans for buying into United Artists he advised the Hollywood Reporter today.

Negotiations with Joseph M. Schenck for the purchase of Art Cinema Finance Corporation, production unit for United Artists pictures, have been dropped completely and all of-

(Continued on Page 2)

LeRoy To Direct First Kalmar-Ruby at F. N.

Mervyn Le Roy will direct the first Kalmar-Ruby story to be made by First National under their new contract as producers.

The team is now in New York, scouting for story ideas, and will return here in two weeks.

TEC-ART STUDIOS INC. OF CALIF. RCA PHOTOPHONE RECORDING

"Big Trail" in 4 Foreign Versions

The first big order to be given the Fox foreign version department since its inception is that of making four versions of "The Big Trail", French, German, Italian and Spanish.

These versions, translations and treatments of which are now being worked out, will be directed by Louis Seiler on the German, Pierre Coudarc on the French, David Howard on the Spanish, and Louis Loeffler on the Italian.

Work of selecting a suitable cast for each version is now going on.

●

Banky-LaRocque Open Stage Play

Wilmington, Del. — The Vilma Banky-Rod LaRocque stage show, "Cherries Are Ripe," opened here Monday night to S. R. O. The show requires a lot of pruning before it is ready for Broadway. It looks to be a cinch hit, especially with the two name draws.

●

Manners in "Dracula"

A third switch in leading juveniles for "Dracula" was made at Universal yesterday when David Manners was borrowed as the final choice.

Manners replaced Robert Ames, whose work in "Criminal Code" prevented him from taking the part. Ames was to have replaced Lew Ayres, who could not go through with the part because of other pictures coming up.

●

Urban Here Nov. 1

Joseph Urban is to return here around November 1 to resume his three-year contract with Fox.

The designer was here last summer and designed the settings for two pictures, then went back to New York to complete a few shows which he had contracted to do before aligning with Fox.

●

"The Southerner" Starts

"The Southerner", with Lawrence Tibbett starred, went into production at MGM yesterday with Harry Pollard directing. Tibbett's role is that of a tramp.

PRODUCTION NOTES

Lucien Littlefield, the famous character actor, has been assigned the role of husband to Marie Dressler in "Reducing," the MGM comedy, featuring Miss Dressler and Polly Moran.

●

Mascot Productions will start "Phantom of the West," a ten-episode serial starring Tom Tyler and Dorothy Gulliver, under Ross Lederman's direction, October 20, at the National Studios.

●

Walter McGrail to "Seas Beneath", at Fox.

Mary Forbes to "Man Who Came Back", at Fox.

NEW YORK CITY
Cream Puffs *and* Slams
On NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

"HALF SHOT AT SUNRISE"
Globe Theatre, N. Y. C.

N. Y. American, Regina Crewe: Flip film farce, Wheeler and Woolsey type of burlesque humor.

N. Y. Times, Mordaunt Hall: If one can forget the factual defects, there are several laughable incidents.

The World, Quinn Martin: A familiarly conceived, freshly treated piece of silliness. Many of its moments are uproarious. Destined to set audiences howling.

Herald-Tribune, M. T.: The wisecracks often are funny. The direction was fast, snappy, if not coherent, which it scarcely could be considering the material.

"THOSE THREE FRENCH GIRLS"
Capitol Theatre, N. Y. C.

The Mirror, Bland Johaneson: Series of gag episodes, fast and funny. It provokes plenty of laughs.

N. Y. Sun, John S. Cohen, Jr.: It is all as thin as can be. But Mr. Wodehouse's dialog has charm, if no especial wit, and the people in the case all are good.

N. Y. Times, Mordaunt Hall: Earned its reward of hearty laughter. It is, however, a production with its broth spoiled by too many cooks.

N. Y. Telegram, Wm. Boehnel: By no means an outstanding picture, but it certainly is one of the best light comedies that have come along in recent months.

N. Y. Journal, Rose Pelswick: Providing excellent farcical entertainment. There are plenty of laughs.

N. Y. American, Regina Crewe: Faint whiff of Parisian gaiety. Best in its gayest moments.

"UP THE RIVER"
Roxy Theatre, N. Y. C.

The Times, Mordaunt Hall: Often proved to be violently funny to thousands who filled the big theatre. It has a number of clever lines, but now and again it is more than a trifle too slow.

The World, Quinn Martin: This formless, hybrid and devious mixture of hokum and humor and penitentiary sentiment, still is brightest while it is burlesquing itself.

Herald-Tribune, Richard Watts, Jr.: It drags and rambles all over the place when it should be biting and piercing. It might have been a grand comedy, rather than an intermittent effort.

N. Y. Telegram, Wm. Boehnel: It suffers from an inability to be either satire or drama. Parts of it are honestly entertaining.

N. Y. Sun, John S. Cohn, Jr.: A good deal of it, I fear, is meant to be taken seriously. While it lacks a sense of form and occasionally drags along, has enough good production and several tickling episodes to establish it as above the general run.

The Mirror, Bland Johaneson: They almost manage to make "Up the River" a funny comedy.

"SINNERS HOLIDAY"
Strand Theatre, N .Y. C.

N. Y. Times, Mordaunt Hall: Well told screen versions of "Penny Arcade." There are tense scenes in this picture.

The World, Quinn Martin: The kind of a narrative upon which little credence is placed but, at the same time, upon which one sits back to watch with unashamed respect. Pleasing and absorbing.

Herald-Tribune, M. Tasselaar: Enormous pull at the emotions behind parts of this melodrama. The acting makes the whole thing stand out.

"HEADS UP"
Paramount Theatre, N. Y. C.

The Mirror, Bland Johaneson: The coast guard is new anyway. Essentially a musical comedy plot. Rogers fans will find it mildly amusing.

N. Y. American, Regina Crewe: Pretty poor musical comedy sort of picture. Rogers hasn't much to do, but he does that little very well.

N. Y. Journal, Rose Pelswick: Rogers acquits himself creditably, but the picture is just fair.

"U" to Make Three Foreigns at Once

Universal's foreign version department is developing a new policy of production by deciding to make three versions of "Boudoir Diplomat" simultaneously. The versions will be French, German and Spanish, with the former two working in the daytime and the Spanish at night.

Marcel De Sano has been engaged to direct the French, with Ivan Petrovich, Arlette Marchal and Tania Fedor in the cast.

Ernest Laemmle will direct the German version, with Olga Tschechven, Johannes Riemann and Talla Birrell in the cast. These players are now in Europe and due to arrive here October 26.

The Spanish version will be directed by Arthur Gregor, with Fousto Rocha and Amelia Senisterra, who are now enroute from Buenos Aires for the cast.

●

New Sound Camera Coming on the Market

Paul Du Par and William Willi will shortly offer the market a sound camera that is radical in its operation in that the sound track is one-half the area of track now in use and operates on six volts, while the majority of sound cameras and trucks require 300 volts. It records from 40 to 6,000 cycles.

The advantage of this apparatus is that it permits more room for the picture, due to the small sound track. It is single system and storage batteries will operate it. By a simple manipulation the operator can both record and reproduce.

●

Hatton and Roach Team

Raymond Hatton and Bert Roach have started work at Universal on a two-reeler, titled "Pineapples." Stanley Bergerman is the producer and Bill Nigh, the director. The picture is one of the unrelated shorts.

●

'Ambush' To Be Screened

Arthur Richman's play, "Ambush," produced by the Theatre Guild three years ago, has become the property of First National, and will be adapted and produced by Robert Lord, with Loretta Young as the possible feminine lead.

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 Cahuenga Ave. GL 5118

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON — Editor and Publisher

William R. Weigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd.

Subscription rates including postage per year United States and Canada, $10.00. Foreign, $15.00; single copies 10c

THE LOWDOWN

After pestering his friends for more than a year for their best advice on buying a yacht, Bill Seiter finally convinced himself that it would be best to follow his own hunch and secretly purchased a 45-foot launch. His friends still think it's a gag.

●

Mrs. Richard Barthelmess is off of taxicabs. She took a taxi on a shopping tour in New York last Saturday, and in addition to what the meter registered, the trip cost her a $5000 diamond brooch which was missing when she got home.

●

Ran across Samuel Hoffenstein. Said he had just completed a story, but the studio had reversed his treatment for the talkies. Asked what the yarn was all about, he replied: "It is a short story containing only one word—NO. But the studio changed it to YES."

●

Feeling that law enforcement is a serious matter and should have its lighter moments, Orange county has made Hallam Cooley, the screen comedian, a deputy sheriff. His main duty will be to police his own properties, because—whisper—Hallam is rich.

●

A fast-talking chap who rushed a movie queen to the altar and lost her in another storm in "Old Monterey" when the wedding present check bounced back, along with those to the minister, market and bootlegger, is again in much demand. About 20 victims are scouring Hollywood for him.

●

Poor old Arizona, always getting in bad with someone. Now it's Zane Grey, famous writer of he-man, outdoor fiction, who has acquired a peeve. It seems that the Game Commission refused him permission to shoot bears out of season around his Tonto Basin ranch, so he is "grossly insulted" and has "shaken the dust of Arizona from his feet forever." When he shook that, he shook something.

"LIFE OF PARTY" FUNNY "BROTHERS" WILL PLEASE

"LIFE OF THE PARTY"
Warner Bros.

Directed by.....Roy Del Ruth
Story by.....Melville Crossman
Dialog by.....Arthur Caesar
Photography by.....
.....Dev Jennings and Frank Good
Edited by.....William Holmes
Cast: Winnie Lightner, Irene Del Roy, Jack Whiting, Charles Butterworth, Charles Judels, John Davidson, Arthur Hoyt.

Winnie Lightner giving the fans just what they expect and like from her in a picture with a musical comedy plot, done entirely in technicolor, with the music noticeable for its absence. This is rather confusing, considering the singing players cast in the film—Irene Del Roy, Jack Whiting and Miss Lightner. Unless given careful advance publicity the picture is apt to lose audiences tired of too many musical sequences for no good reason.

Of fun developed in farcical manner, the picture has plenty. It includes everything from a really super-elegant fashion show, staged, we imagine, by Peggy Hamilton, who appears as a model, to a ludicrous horse race at Havana with the exuberant Winnie as a jockey.

Charles Butterworth, as a horse-breeder from Kentucky, gives one of the funniest characterizations seen in a long time, and introduces some new gags. He never fails to get a laugh for his efforts, and combined with those induced by Miss Lightner and Charles Judels there are few moments when there is not a giggle rippling through the audience to break out into the more vociferous "hahas." Some of Judels' scenes can be cut slightly to heighten their effectiveness.

Irene Del Roy and Jack Whiting supply the romantic interest, neither having much opportunity to display any particular talents, though the former gets a better break with camera angles than in her previous pictures.

Photographically the film is extremely fine, the coloring giving every scene a jewel-like quality. Roy Del Ruth, who directed, has developed the sketchy theme, introducing a smoothness and touch of originality throughout in introducing his conglomeration of characters.

The Misses Lightner and Del Roy appear as a couple of song pluggers in a music store, who lose their jobs, borrow some clothes, decamp for Havana and catch rich husbands. During their stay, Winnie bets their "all" on a horse, the jockey gets a drink too many and Winnie takes his place.

●

Writers-Wampas Merger

Harry Brand, chairman of a committee of three, is now engaged in checking up the details that are necessary to consummate the merging of the Writers Club with the Wampas.

The object of such a merger is to provide the Wampas with a permanent club house.

"BROTHERS"
Columbia

Starring.....Bert Lytell
Directed by.....Walter Lang
Photography by.....Ira Morgan
Film Editor.....Gene Havlick
Dialog by.....Sidney Lazarus
Adaptation and Continuity.....
.....John Neville, Chas. Condon
Cast: Dorothy Sebastian, Francis MacDonald, Wm. Morris, Richard Tucker, Howard Hickman, Carmelita Geraghty, Claire MacDowell.

"Brothers," taken from the stage play in which Bert Lytell scored a tremendous success, should have been an excellent picture. As it now stands it is fair entertainment, containing as it does, good movie material and an original twist to the "double" idea, but it is ponderously slow at times and completely lacking in spontaneity or cleverness in its direction.

The producers had a corking story to begin with—it had all the elements for a fast-moving, exciting picture but it has been translated into just an interesting and at times amusing picture. It tells of twin boys (both played well by Mr. Lytell)—each adopted from a foundling home into different spheres of life. One becomes a piano player in a dive—the other a famous lawyer. They become involved in a murder for which the guilty one defends the innocent—and in the end the wealthy one dies, the poor one takes his place after learning his identity and marries his brother's girl, who has fallen in love with him.

As we said before, the picture's greatest fault lies in the pace at which it has been made. Dorothy Sebastian is fine in a part that was all too brief; Richard Tucker and Francis MacDonald were very good; but the rest of the supporting cast, except for a comic Italian character, was poor, reading its lines in a deliberate amateurish manner and only helped to slow things down. The photography was not above average by any means.

The picture will draw in spots where the reputation of its great stage run has preceded it and Bert Lytell's return to the screen should help.

The picture has its moments, especially the final sequences, which liven things up a bit, and on the whole, even though it is no humdinger, can be considered a satisfactory audience attraction.

●

Jeanie Macpherson to Par.

Jeanie Macpherson, for several years scenarist for Cecil B. DeMille, has been signed by Paramount, the company with which she won her greatest success as an author. She has started work on the screen play for a new picture.

●

MGM Holds Cunningham

Jack Cunningham has been signed up again by MGM to adapt and dialog a story which Hunt Stromberg will supervise. Milton Bren handled the deal.

U.S. Is Apathetic In Brazil Market

Washington — There is a very good market for motion picture equipment in Brazil, according to the report to the Department of Commerce by Trade Commissioner Harvey Sheahan, in Rio de Janeiro, and a surprising apathy in the attitude of the American companies with regard to it.

Mr. Sheahan states that there are from 1100 to 1200 theatres in Brazil and that the European manufacturers of equipment are invading the field. Only two of the large American producers of sound equipment have agencies in Rio. All parts for American equipment already installed must be imported from America when needed, and there are practically no stocks existing in Brazil of carbons, arc lamps or theatre accessories.

●

Jeanette Loff Signed

Immediately following Universal's failure to renew option on Jeanette Loff, Ken Maynard signed the young actress to play the femme lead opposite him in a series of six western features to be made for Tiffany.

●

Hughes Quits U. A. Deal

(Continued from Page 1)

fers withdrawn, Mr. Hughes telegraphed from New York.

"I was prepared to take over Art Cinema Finance Corporation at a reasonable figure," Mr. Hughes stated, "but the price asked was beyond all reason, in view of the unsettled and none too prosperous condition of the motion-picture industry at this time.

"I regret we were unable to come to terms, but I can now say definitely I am no longer interested in the proposition.

"I expect to make a number of big quality productions for release this coming season, including 'Front Page' and 'Queer People.' I have already signed Lewis Milestone to direct 'Front Page.' Milestone has turned out only outstanding box-office successes since he first signed with me four years ago, and I am confident he will do another masterful job with this great story."

Mr. Hughes is leaving soon for Hollywood to prepare for his new and expansive production program.

MEYER SYNCHRONIZING SERVICE LTD.
now operating at
METROPOLITAN
and
TEC-ART
Studios

CORINNE
GOWNS AND COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9280
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon, Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

Mrs. Eddie Sutherland is understood to intend adopting a screen career. She left for New York Saturday night, after a gay party which lasted until train time, and she will be back in a couple of weeks, at which time her plans will be told.

•

At the Mayfair the other night two girls sat enviously watching the slim Lilyan Tashman whirling around the floor. Said one, "Let's drink to forget." Said the other: "Forget WHAT?" Said the first, "Let's drink to forget those hips!"

•

Mrs. Benjamin Glazer rates screen credit for this one, suggested for Hollywood parlor use: "Take your hands off me; I'm IN the movies."

•

A famous young film star is said to be all agog over certain information concerning her private life which has recently crept into print, thinking that said information has emanated from an even more famous lady. What she does not seem to know, is that her "private life" has been everybody's business around Hollywood for a long time; and that the more famous lady does not even consider her a rival—having felt well rid of the man in question for many and many a moon.

•

John Farrow, we are told, is the only person in California who has an un-autographed copy of John V. A. Weaver's latest book of poems.

•

The management of the Mayfair parties, always obliging, again proved their kind-heartedness Saturday night when they installed soft candle light. It was very soothing—not to say flattering—to those "character women" who are still playing ingenues.

•

Norman McLeod, co-director with Lloyd Corrigan on "Along Came Youth," was omitted in error in the preview of the picture on Oct. 10.

"PASSION FLOWER" AVERAGE "SWEETHEARTS" NO B.O. RIOT

"PASSION FLOWER"
MGM

Directed by.....William deMille
Story by.....Kathleen Norris
Screen story by.....Martin Flavin
Additional Dialog by.....Johnson and Edith Fitzgerald
Cast: Kay Francis, Kay Johnson, Lewis Stone, Zasu Pitts, Charles Bickford, Winter Hall.

Eternal triangle, eternally the same. It has been given a strong cast that should prove to be its main drawing power. Not up to standard and on a theme that has been done all too often.

It is the old, old story of the wealthy girl who sacrifices herself to the man she loves because hard work and home-making destroy her ability to entrance her husband. The husband is swept away by the glamour of her cousin, and leaves his wife and children to have his big moment with the beautiful woman, who has had no fun in her married life with a man much older than herself. And, in the end, the husband goes back to the wife and kiddies whom he has really loved through it all.

The picture starts off at a good pace and the dialog and direction keep it moving along smartly, but along toward the middle it slows up considerably, until, by the time the end is reached, the same ground has been gone over so thoroughly that the story has come to a halt long before the final fadeout. Just why additional dialog writers had to be called in to write out practically the same lines for the latter half of the picture as were used in the beginning, is hard to explain. They sounded very much like perfect echoes. All the humor and good writing lie in the first half of the production.

Zasu Pitts, as the housekeeper and later the maid, is grand. Her lines are by far the best and it is to her that the picture owes its most entertaining moments. Kay Francis as the glamorous incident, is beautiful to look at, but is forced to wrestle with a part that is not exectly well written, and she has been given several scenes that are much closer to laughter than to tears. Evidently the script couldn't quite make up its mind as to just the sort of person she should have been. Kay Johnson is splendid as the almost forsaken wife and handles a trite role sympathetically and in good taste. Charles Bickford as the husband is excellent and Lewis Stone appears all too briefly. As it now stands, the picture is badly in need of further editing. A little judicious cutting should carry it along.

•

New "Mike" for Altitudes

A microphone that will record in high altitudes as well as in low has just been devised by staff engineers of ERPI, called in by Paramount in an emergency.

The problem came up when "Fighting Caravans" company had to shoot some scenes at 10,000 feet. The ordinary "mikes" were unsuitable but the engineers rectified the faults very quickly.

"SWEETHEARTS ON PARADE"
Christie
Columbia Release

Directed by.....Marshall Neilan
Photography by.....Gus Peterson, Jack Bremer, William Wheeler
Story by.....Al Cohn, James A. Starr
Continuity and Dialog by.....Colin Clements
Film Editor.....Sidney Walsh
Starring.....Alice White
Supporting Cast: Lloyd Hughes, Marie Prevost, Kenneth Thompson, Ray Cooke, Wilbur Mack, Ernest Wood.

"Sweethearts on Parade" will have to depend on Alice White's fan following to keep it going. The picture itself won't start any riots at the box office; partly because of the trite story and partly because of the unconvincing way in which it is unfolded. The dialog, too, misses fire.

It's another tale of a poor but honest boy and a millionaire who tries his best to deceive the little heroine. The boy 'with a heart of gold' is a marine this time, and arrives in time to expose the villain in the final reel, only to find that everything is all right, after all. But the girl, bless her heart, chooses true love and the millionaire is out of luck.

There are fights and fights, none of them very good; and a pair of drunks who fool no one.

Alice White is more subdued in this one, but is as pleasing as ever. Marie Prevost, as her chum, is more than adequate and deserves a better break. Kenneth Thompson and Lloyd Hughes do their best with their rather badly-written parts. Ray Cooke is the one real laugh in the picture. Here's to him!

•

Miss Churchill Switched

Fox has switched Marguerite Churchill from the feminine lead in "Seas Beneath" to the lead in "The Spider," which goes into production this week with Henry King directing.

Marion Lessing replaced Miss Churchill in the undersea picture.

•

Tiffany May Slow Down

(Continued from Page 1)

dip in the past few days of trading on the market.

Young was one of the prime backers of the brokerage house of Prince & Whitely, and the suspension of business in this established house might mean a decided blow to the future activity of Tiffany Productions.

Grant Cook hurried to New York Friday on a telegraphic call.

Phil Goldstone acknowledged that quite a few people were let out at the Tiffany studios yesterday, but said this was due to an economical move. He added that productions were going ahead and would continue to do so, unless some definite word came from Young to do otherwise.

Nuts!

Bradley King, the scenario writer who, in spite of her first name, is a woman, has bought a five-acre walnut ranch, and announces that she will devote much of her spare time "to supervising the culture and marketing of walnuts for commercial purposes."

Lonsdale Play Is English Talkie

London—Frederick Lonsdale's play, "Canaries Sometimes Sing," has been made into a talking picture by a British company. It was directed by Tom Walls, who believes in sticking as closely as possible to the stage version in his pictures and it is said to be the best of his output.

The sound recording is excellent, even better than that in the other Walls productions.

•

L. A. Houses Doing Well

(Continued from Page 1)

money, and with an even break tomorrow will turn $25,000. Will Rogers in "So This Is London" will open here Thursday.

"The Big Trail," at the Chinese, is not doing the business Fox thought it would, showing little improvement over last week's figure. Extra space has been taken in all the local papers in a $5,000 added appropriation for advertising.

"Rain or Shine," at the Pantages, showed a drop from last week, due to the loss of the "Beverly Hill Billies" as a stage draw. But the house will show a gross of $17,500 which is a bit better than average. "The Spoilers" in for next week.

"Madame Satan," at the Criterion, in its second and last week, will do better than $14,000, considering that business up through Monday registered $11,200. "Up the River" will open here Thursday.

"Half Shot at Sunrise" did a pretty tune at the box office of the RKO Orpheum in its second week. The gros will run about $13,500, less than $500 under last week's figure. "The Lady Surrenders" is the next attraction.

"The Pay-off," with Bill Sharpless and his radio gang from a local station, made things very interesting for the ticket takers at the RKO. This is the second week for a radio stage attraction in connection with the regular RKO vaudeville. Last week the house had Captain Dobbsie's gang. This week's take will show $14,300. "Africa Speaks" starts at this house Thursday.

"Her Wedding Night" with Horace Heidt, his stage band, and Rubinoff, knocked off a cool $21,000 at the Paramount. "The Playboy of Paris," with a Publix stage show will open here Thursday.

"Whoopee" at the United Artists in its second week will play to $7,000.

W. RAY JOHNSTON
President
Syndicate Pictures

NOVEMBER *is* INDEPENDENT MONTH

At the suggestion of W. Ray Johnston, the dominant leader of the Independent field, November has been selected as "Independent Month" in all parts of the United States. Here is an opportunity for Independent theatres to help put over Independent Month in a very big way.

In celebration of the tremendous volume of business the Independent exchanges have written on his product, Mr. Johnston announces six sensational all-talking westerns as available for dating.

Date them all!

"Beyond the Law"
With
Robert Frazer, Louise Lorraine, George Hackathorne

"The Lonesome Trail"
With
Charles Delaney, Yakima Canutt, Virginia Brown Faire

"The Code of Honor"
With
Mahlon Hamilton, Doris Hill, Cliff Lyons

"The Phantom of the Desert"
With
"Starlight," Jack Perrin, Eva Novak, Edward Earle

"God's Country and the Man"
A Story of the Great Out-of-Doors With an All-Star Cast

"Riders of the North"
A Fast Action Northwest Police Story—Star Cast

Exchanges handling Syndicate Pictures also have available for Independent Month a number of Big Talking Specials and a line of Talking Shorts.

COMMUNICATE WITH YOUR LOCAL EXCHANGE, OR

SYNDICATE PICTURES CORPORATION

723 SEVENTH AVENUE — W. RAY JOHNSTON, President — NEW YORK CITY, N. Y.

THE Hollywood DAILY REPORTER

Vol. 1, No. 30. Price 5c TODAY'S FILM NEWS TODAY Tuesday, October 14, 1930

FED. CHECKER WAR HOT

TRADEVIEWS
by W. R. Wilkerson

THE most ridiculous thing we have ever heard of is the practice, growing common due to the acts of one or two in the past, of slashing salaries of a few office girls and minor employees of a home office organization. The combined cut of these weekly pay checks would hardly buy a week's supply of cigars for some of the $5,000 (and more) a week so-called production executives.

Penny wise and pound foolish.

•

IMMEDIATELY any slash is inaugurated, the trade and lay press heralds these cuts in page one stories. What is the effect? People who are REALLY functioning, people who earn their salaries, people who are the very foundation of every company's success, begin to think and worry what is going to happen next. Will their salaries be cut? Will they be let out altogether?

•

FIGURE a salesman, the backbone of the industry, out in the sticks trying to sell his company's product and hearing of these small home office cuts. What will be his reaction? How much pep do you think he can put into his salesmanship to the exhibitor with a thing like that hanging over his head? And one lost sale, due to such worry, would cost his company a year's pay for this particular salesman.

•

EVERY time any high-powered executive begins to cry "wolf," his first thought is to cut the salaries of people whose combined yearly incomes mean very little to the company's weekly pay check. Does this big exec ever start a cut with the people who are earning hundreds of times more than they are worth, the same people who are costing his company millions a year in waste, due to lack of production brains and total ignorance of every duty they are supposed to perform? I should say not.

However, there will be a change. There has to be one and it won't be long coming.

Even Exchanges Oppose Plan, But Producers Mean To Force It On Exhibs, To Check Percentages

New York—It begins to look as if Sidney Kent's idea of the Federated checker system is going to be in for a lot of bumps before it eventually lands with exhibitors, if ever.

The checker idea was evolved by Sidney Kent in an effort to furnish exchanges with an economical method of checking percentage dates in theatres throughout the country. Kent sold the idea to all producers, who signed an agreement to see the thing through.

The whole basis of the system is the establishing of a checker office in each key city, with men working out of that office for the city in which they are located. The men receive $5 a day for the work.

(Continued on Page 3)

Directs From Bed

Howard Higgin, with a broken ankle from the explosion, is directing interior scenes for Pathe's "Painted Desert" from the hospital, relaying orders through his assistant, Tom Buckingham. Shooting time lost—one day.

BUSINESS O. K. IN L. A. HOUSES "JUST IMAGINE" CLICKS BIG

Business all along the line in Los Angeles houses showed a spurt. The attractions were a bit better than last week, and when L. A. houses have good pictures, the fans flock.

"Just Imagine" opening Friday at the Carthay Circle, has done better than capacity since opening and has big sale for the rest of the week. Will probably gross well over $21,000 for the week, considering the $5 premiere.

"Those Three French Girls," at Loew's State, was well up in the

(Continued on Page 2)

Roxy and Capitol To Test Wide Film

New York—The first real competitive test of wide film will be made Friday in New York when the Roxy shows "The Big Trail" on Grandeur against "Billy the Kid" on Realife at the Capitol.

Grandeur is 70mm. film and can be shown only with a Grandeur projector, while Realife, a 35mm. film, can be shown with standard projectors, with additional equipment costing $100. The cost of the Grandeur machine has not been made public.

United Artists, George K. Spoor, Warners and RKO are all working on other wide film processes.

•

Aerial Ballyhoo a Hit

The broadcasting of music and a ballyhoo from airplanes for Warner and Fox attractions has proved so successful that two more planes have been chartered to cover the outlying districts.

•

Hoffman to Direct

"The Ape" goes into production at Liberty this week with Renaud Hoffman directing and Harry Langdon in the cast.

British Worried By Theatre Situation

London—British producers have awakened to the fact that if they want theatres in which to show their pictures, they will have to go out and compete with Paramount and Fox for the control.

The theatre situation throughout all of the British Empire is in for a great change. This was brought about by Paramount's definite entry, together with the present Fox holdings and the desire of every American chain to have a decent representation throughout Great Britain.

Young's Stock Loss May Slow Tiffany

The failure of Prince & Whitely, the 51-year-old banking house, plus the drop in L. A. Young Spring and Wire Company stock of more than 16 points in the last few days, has set L. A. Young, backer of Tiffany Productions, back to the extent of $20,000,000. In addition to these two mishaps, Young is heavily interested in other stocks that have taken a tremendous

(Continued on Page 2)

Warners Open New Set-Leasing Dept.

With more than 1,500 standing sets, representing almost every country and principal city in the world, Warner Brothers have opened a leasing department to rent these sets to outside companies.

The new department will be under the direction of Herman Politz, who has been associated with the Warners for a number of years.

•

Metro Name Changed

London—The name of Metro's distributing company in England has been changed from Metro-Goldwyn Jury Pictures Ltd., to Metro-Goldwyn-Mayer Pictures Ltd.

TEC-ART STUDIOS INC. OF CALIF. RCA PHOTOPHONE RECORDING

Queer Angle In Thatcher Ruling

Washington—There is an interesting angle to the appeal from the famous Thatcher decision, which comes up for hearing in the U. S. Supreme Court on October 27.

Since the original decision was handed down, making compulsory arbitration illegal, Judge Thatcher has been elevated to the post of Solicitor General, and, as such, would handle the appeal. This he refuses to do in this instance, and his assistant will handle the case.

John W. Davis, former candidate for President of the United States, will look after the picture end of the appeal.

●

Constance Bennett May Take Vacation Abroad

With Pathe's temporary retrenchment in production activity, it is a ten-to-one shot that Constance Bennett will get a leave of absence long enough to permit her to spend the holidays at her Riviera home in France.

The actress wants to divide her time between here and France and, while she has but six more pictures to make for Pathe, she insists on having a long lay-off in-between pictures to make these cross-Atlantic jaunts possible.

●

Fed. Checker War Hot

(Continued from Page 1)

The exchange pays $7.50 if the date covered is in the key town, and, if out of town, the price is $10, although the date may be covered by a bank clerk or some one a bank might designate in the town where the percentage engagement occurs. The difference of what the exchange pays and what the checker receives goes in for office rent, etc.

Both exhibitors and exchanges are up in arms against the plan; the exchange, because the men sent out are not capable of giving the right check, and the exchange says exhibitors can get away with murder, and the exhibitor for the reason he contends his contract calls for an employee of the exchange, not a detective or bank clerk.

United Artists has tossed its hat into the ring in the battle.

"Admit these checkers or stand suit," is the United Artists ultimatum. The company contends these checkers, even though they be employees of a detective agency, are none the less accredited representatives of United Artists and must be extended the privileges set forth in the contract with the exhibitors.

Sidney Samuelson, president of the New Jersey exhibitors, who are leading the fight, and who is himself a lawyer, has offered to defend any suit brought against any exhibitor.

However, neither the exhibitors nor the exchanges seem to have any recourse. Practically every producer is said to have signed a contract with Federated, and the exchanges and exhibitors must either fight, or take it and like it.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the complete scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, but one or two studios will be reported each day.

PATHE AND TIFFANY STUDIOS

PATHE

Owing to the disastrous explosion experienced by the "Painted Desert" company in filming scenes in Arizona, that company returned to Hollywood last Saturday and the casualties are being nursed back to the state where they can resume work on making the interiors of the picture. It is figured that all will be ready to resume work on the picture before the week has passed.

Aside from this, there is but one short working at this studio and preparations are being rushed to begin rehearsal on another feature. Units slated to be active during the week are:

"PAINTED DESERT"—From an original by Howard Higgin and Tom Buckingham, who are also credited with the screen adaptation. It is now in its seventh week of production, with about one more week shooting time to see it completed. Cast has Bill Boyd, Helen Twelvetrees, William Farnum, J. Farrell McDonald and Clarke Gable.

"REBOUND"—Taken from the play of the same name by Donald Ogden Stewart, with Horace Jackson writing the screen treatment, is expected to go into rehearsal the latter part of the week. Ann Harding will star, with E. H. Griffith directing. No other members of the cast have been selected.

UNTITLED, two-reel comedy featuring Si Wells and Bob Carney, is now in its first week of production, with Wallace Fox directing.

Stories in Preparation

Pathe's entire writing staff is busy on several stories, three for Constance Bennett and two for Ann Harding. As yet none has been selected for a definite starting date. Aside from this, with the exception of preparing stories for the short subject department, there is no other preparation.

TIFFANY

Production at this plant is far below normal at the present time, with only two shorts in actual work. However, they promise to speed up the latter part of the week by putting in two more features. Shorts now in work are:

"SWEET PATOOTIE"—The fifth of a series of six Chimp family comedies, under the direction of Sig Neufeld. Story was concocted by the studio staff of writers.

UNTITLED fight series, featuring Paul Hurst, started the third of a series of six.

Stories in Final Preparation

"THE MIDNITE STAGE"—From an original by Tom Burbridge, to feature Ken Maynard. Jack Natteford is writing the screen treatment. No other cast or director set.

"CAUGHT CHEATING"—Proposed for George Sidney and Charles Murray, is in its final stages of preparation with starting date set as soon as suitable cast and director can be selected. Story is from an original by Dale Henry, and is being adapted by Scott Darling.

"DOES CRIME PAY"—From an original story, promoting crime prevention, is now in the hands of Edward T. Lowe, who is at work on a treatment.

Studios Give Screen Talks for the Chest

Five special weekly newsreel inserts are part of the motion picture industry's contribution to the Community Chest. The first one, with Chairman J. A. H. Kerr as the speaker, was released last Saturday. It was made at the Fox studio.

Paramount has completed one with Mayor Porter, First National will film Joseph Scott, United Artists will contribute Mary Pickford, and Cecil de Mille will be on the Metro insert. Bruce Fowler, of West Coast theatres, estimates that there will be 30,100 showings of these pleas.

Gelsey to Produce

Erwin Gelsey, serving in capacity of scenario editor for the past six months at Universal, has been elevated by that company to associate producer. His first assignment will be "Seed."

●

Metro Frees Bessie Love

Metro-Goldwyn-Mayer will not exercise its option on the services of Bessie Love. Miss Love will free lance.

●

Bob Montgomery a Papa

Robert Montgomery, contract player at MGM, became the father of a baby girl, born at St. Vincents Hospital yesterday.

'Whoopee' Business Is Good All Over

Reports from various parts of the country on the business done by "Whoopee" are extremely encouraging. In Baltimore the picture grossed $24,000 for the first week, as against $18,000 for "Animal Crackers" in its first week.

In both New York and Philadelphia, the business for the second week was better than the first. The first Sunday in New York gave the picture $6200, while the second Sunday grossed $8100. In Philadelphia, the first Saturday was $5500, and the second, $6000.

In Montreal it is setting a record, being the first picture to play the city four weeks. Grosses were: First week, $14,000; second week, $12,984; third week, $11,000; first three days of fourth week, $5,000.

●

Brandt Has Road Rights To "Subway Express"

New York—Harry Brandt, former Brooklyn exhibitor, has purchased the road rights to "Subway Express" and will send three companies of this show on tour of the principal cities of the U. S.

East and West Bound

E. B. Hatrick, head of the Cosmopolitan Productions, arrived here yesterday with the Hearst party. He will remain a month.

●

Buster Keaton returned here yesterday from a three months stay in Europe. Will start soon on his next picture for MGM.

●

Carol Lombard returned from New York, after appearing in "Fast and Loose," at the Paramount Long Island studios. She signed a new contract with Paramount.

●

Barry Connors, New York playwright, arrived here yesterday to begin work on his Fox contract of writing treatments and dialog.

WRIGHT-O»»
Scripts, Plays, Parts Copied
• • • Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard • • •

NOTICE TO THE TRADE
We now have in production at Tec-Art Studios a series of one-reel novelty subjects entitled
"NUTTY TRAVELOGS
or
THE ALLEGED ADVENTURES
of
LEMUEL BUCKWORTH"
Featuring RICHARD CARLE
Supported by Margaret Landis and Jackie Searl.
ALL RIGHTS FULLY PROTECTED
Bruce Mitchell
Tec-Art Studios, Hollywood, Calif.

ERNST LUBITSCH

DIRECTOR

"MONTE CARLO"

A Paramount Picture

THE Hollywood DAILY REPORTER

Vol. 1, No. 29. Price 5c TODAY'S FILM NEWS TODAY Monday, October, 13, 1930

EDUCATIONALS TO FORE

TRADEVIEWS

by W. R. Wilkerson

Getting back to our suggestion of the other day regarding business in general and production waste in particular, we have an idea the recent breaks in the stock market of Thursday, Friday and Saturday, will keep the better minds of our production executives plenty busy with thoughts of tomorrow.

Today's talk is not "bearish" but "bullish." Certainly conditions are bad, but not so bad that all of us have to run to cover. The situation of motion pictures today, is ENTIRELY on the shoulders of our producers. They can either make or break the industry by their moves of the next few months. A few million-dollar pictures, with screen values of less than a fourth of that amount, will jam up things to no end.

•

In this bad market, all thoughts and desires of mergers, buying, building and general expansion will be forgotten. Wall Street's sole interest in pictures is to make money and, in order to make money, they have to have public consumption of issues they are plugging. The public can not and will not be interested in any stocks in the present market. Accordingly, the industry can forget new combinations and new bosses, and concentrate all its attention on making good pictures at costs that show on the screen, and not hundreds of thousands of dollars for the cutting room floor or the storage vaults.

•

Careful preparation with the elimination of everything that is hazardous in the production of a picture should be the first and last thought of every producer EVERY day. They should not consider stories that will require a lot of money to make. They MUST insist on the elimination of waste in every form and get full screen value for every dollar spent.

If producers stick to their knitting the industry will be able to weathe. not only the present storm, but any new one that might arise, thereby showing the strength that properly belongs to a business that furnishes 90 percent of the world entertainment.

Two Tremendous Companies Being Formed To Produce And Distribute School, Church And Scientific Films

Before the end of the present week, motion pictures will see the formation of two tremendous companies for the production and distribution of educational, religious and scientific pictures on a huge scale.

Earl V. Hammons, president of Educational Pictures, on his arrival in New York today, will go into meeting with bankers, educators and equipment people to complete plans for the formation and financing of a company that will manufacture equipment for schools, churches and colleges, and for the production and distribution of pictures for this outlet.

Electrical Research Products, Inc., with a feeling that most of their big money has been made out of the theatrical end of the talkies, has applied for an O. K. from the Ameri-

(Continued on Page 3)

Bow Jest?

Clara Bow received many columns of publicity lately on her gambling experiences at Cal-Neva.

Clara Bow's next picture is "No Limit," in which she plays the manager of a gambling house.

We wonder—. But of course not. No Hollywood press agent would frame such a plant, even if someone gave him the idea.

"U" Will Import Foreign Players

New York—Universal announces that it will import foreign stars to make foreign-language versions of its productions. A Spanish version of "The Boudoir Diplomat" will be started in two weeks, with Arthur Gregor directing and Baltasar Fernandez doing the adaptation. Fausto Rocha will have the title role.

Marcel De Sano will direct the French version from an adaptation by Andree Deterling, who will come from Paris for the task.

•

Big Business for "Just Imagine"

Business over the weekend at the Carthay Circle with "Just Imagine" was over capacity, with the house using 86 camp stools for extra seats to accommodate the mob.

•

Franklin to Canada

Harold B. Franklin, accompanied by Mrs. Franklin and their son, are leaving tonight for Banff and Lake Louise for a two-months' trip. This is the first vacation H. B. has had in 15 years.

CHARGES OF FRAUD MADE AGAINST "AFRICA SPEAKS"

A repetition of the famous "Ingagi" case is about to be smeared over the motion picture map. This time it is the Columbia picture, "Africa Speaks."

It will be recalled that "Ingagi," a smash at the box office, was proven

(Continued on Page 2)

MGM "Secret Six" Is Based on Al Capone

"The Secret Six," which will present Wallace Beery as a full-fledged Metro star, is from an original story by Frances Marion and is based on the life of Al Capone and his little playmates.

Metro believes it will click in spite of the fact that underworld pictures are losing popularity just now. Marjorie Rambeau will play opposite Beery.

•

Raoul Walsh Starts "Man Who Came Back"

Raoul Walsh will start work on "The Man Who Came Back" today, with Janet Gaynor and Charles Farrell in the leads.

•

Cantor to Do Another

New York—Eddie Cantor has signed a contract with Samuel Goldwyn to make another picture, but production will not start until Spring.

Prague Feeling Less Anti-German

Berlin—The motion picture situation in Prague is much better, the feeling against the German pictures, which manifested itself in near riots recently, seemingly having died down. Several German films were shown in Prague this week.

In Berlin "The King of Jazz" had its premiere, and also "Liebling der Goetter," with Emil Jannings. "Der Griefer" (The Grasper) is in its fourth week at the Capitol.

Plenty of production work is going on, every studio being busy, but general business is poor.

•

Rumored Merger In Trade Paper Field

New York—There is a story going the rounds of Broadway that Martin Quigley, publisher of the Exhibitors Herald-World, is trying to effect a merger of three trade publications in the national field.

The rumor says he plans to combine the Herald-World with the Motion Picture News for a weekly paper, and take in the Exhibitors Daily Review to be used as a daily for the combination.

TEC-ART STUDIOS INC. OF CALIF. RCA PHOTOPHONE RECORDING

PORTLAND, ME. & SYRACUSE
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES

PORTLAND, MAINE

"WHAT A WIDOW"
Empire Theatre, Portland, Me.

Portland News: What a picture! Miss Swanson has done it again—an artistic achievement. A modern comedy at its best.

"DOUGH BOYS"
Strand Theatre

Portland News: From the minute the title was flashed, the audience greeted the announcement with cheers and laughter which only increased as the picture went on.

"A NOTORIOUS AFFAIR"

Portland News: The end of the picture is much weaker than the beginning, and is rather old-fashioned.

"FOLLOW THRU"
State Theatre

Portland Evening Express: Isn't a waste of time, neither will it set your heart to thumping with over-excitement.

"OUTSIDE THE LAW"
Keith's Theatre

Evening Express: Has many faults but holds the interest and suspense, too.

"CZAR OF BROADWAY"
Publix Maine

Evening Express: Although both interesting and entertaining, at times falls short of conviction.

"SWEET KITTY BELLAIRS"
Maine Theatre

Evening Express: Offers to those who like light, fluffy, captivating stories, an ideal opportunity to satisfy their taste.

"LITTLE ACCIDENT"
Keith's Theatre

Evening Express: Humorous, much more so than on the stage, but the comedy falls down with young Doug and a feeding bottle.

SYRACUSE, N. Y.

"MONTE CARLO"
Paramount

Herald: Chester Bahn—It isn't the story, it's the treatment. One of the season's most palatable filmusicals.

Journal: Helen S. Brown—Once again the old master Lubitsch has pulled the trigger and scored a bull's eye.

Post-Standard: Margaret L. Coyne—Its treatment is amusingly daring, its humor of the type which elicits appreciative chuckles.

"WHOOPEE"
Loew's State

Herald: Chester Bahn—A smash hit. Because it is a comedy first and a musical second.

Post-Standard: Margaret L. Coyne—Audience reactions range all the way from mild fits of choking to genuine hysteria.

"HALF SHOT AT SUNRISE"
Keith's

Post-Standard: Margaret L. Coyne—Wheeler and Woolsey run wild in Paris until they have wrung the last laugh from every possible comic situation. They are the funniest pair of soldiers you ever saw.

Herald: Chester Bahn—Has snappy action and freshness. Sprightly comedy garnished with a generous helping of gags.

A New One—Honest

Roger Ferri pulled a good one for the opening of "Just Imagine." He put a real traffic cop in a big balloon and suspended it over Wilshire Boulevard, with the cop directing all traffic to the Carthay Circle opening from the basket of the bag. Great stunt—and new.

PRODUCTION NOTES

William Boyd assigned to "On the Spot" to star Jack Oakie for Paramount.

●

Lenore Coffee engaged by Universal to write screen treatment for "Seed."

●

Anita Page will have the young girl lead in "Reducing," the Dressler-Moran production at MGM. Billy Bakewell will also be in the cast.

●

MGM has signed Joan Crawford to another long-term contract.

●

Dennison Clift is writing the adaptation and dialog for "Nurses," an original story by Alice Elinor, for MGM.

●

Evelyn Brent will play the lead in a Paul Scofield story, as yet untitled, for RKO.

●

Leo White has been added to the cast of "Sin Takes a Holiday," the Constance Bennett starring picture, at Pathe.

●

Sally Eilers added to cast of "Reducing" at MGM.

●

Pathe has bought the screen rights to Ernest Pascal's "The Marriage Bed." This was produced on the Los Angeles stage last year.

●

Roland Young has been assigned a part in "The Southerner," at MGM.

●

Paramount has signed Herbert Asbusy, well known author, to work at the Astoria studios.

East and West Bound

Charles Ruggles leaves tonight for Boston to do a week of personal appearances at the Publix house there. After that he will go to New York to do a picture for Paramount, playing opposite Claudette Colbert.

●

Mary Eaton and her husband, Millard Webb, left Saturday night for New York and both will sail for London. Miss Eaton is slated to appear in a forthcoming Paul Murray revue in that city, and Webb will direct a picture for British International.

●

Meredith E. Fulton, director of Fashion Features, is now en route to New York where he will confer with fashion leaders for a new set-up on the next year's series.

Newark Houses Do Well Sans Music

Newark, N. J.—Local theatres are now in their third week minus the services of musicians. The three vaudeville houses, Loew's State, RKO, Proctor's and the Newark (Adams) are playing straight pictures to what are obviously lower grosses, but claim they are making money. The only presentation house, the Branford (Warners), has Joe E. Brown on the stage, the first break in its straight picture programs since the musicians walked out.

The musicians are using Military Park, opposite Loew's State, for free, open-air concerts which draw nice crowds. Last week they had Arthur Pryor conducting. They parade through the streets to reach the Park.

Gloria Swanson's "What a Widow!" is doing nice business for the Mosque (Warners). The Branford, previously a white elephant, has been getting by with "The Bad Man," going in for plenty of display advertising. Keaton's "Doughboys," is so-so at Loew's. "Her Man" is holding up well at Proctor's, as is "Liliom," at the Fox Terminal.

●

Business is Slow in Indianapolis Houses

Indianapolis—The movie houses got away to a slow start. Reviews and audience comment were not satisfactory. Ann Harding in "The Girl of the Golden West" failed to please at the Indiana. Business was only fair, but the best in town at that. The Lyric with "Rain or Shine" was just so-so, "Liliom" was bad at the Apollo, "The Spoilers" did nothing at the Circle, and the Palace was just fair with "Dough Boys."

●

"The Dawn Patrol" is Best in St. Paul

St Paul—The local houses had a good week, with "The Dawn Patrol" at the Paramount topping the list. Reviews and audience comments good. At the Orpheum "Leathernecking" did fairly well, being hurt by "The Dawn Patrol" across the street. "Monte Carlo" at the Riviera had steady, consistent business. "Numbered Men" at the Tower was only fair.

●

"The Santa Fe Trail" Top at St. Petersburg

St. Petersburg, Fla.—"The Santa Fe Trail" at the Alcazar topped the week here, the kids yelling themselves hoarse over it. The other houses were only fair, with "Good News" and "Follow Thru" at the Pheil, "Lummox" in the other half of the week at the Alcazar. Quite a number of kicks on the quality of the pictures shown.

J. L. Cartwright, formerly manager of the Publix Theatre, will return to that house when it re-opens in November.

MUSIC TIE-UPS ARE ASSETS TO PRODUCERS AND EXHIBS.

Picture producers have tried to cash in on picture song exploitation, but outside of Los Angeles, very little has been done to get the maximum result.

The value of familiarizing the music trade with the contents of a picture containing songs and to show them just how well a song is spotted, has been grossly neglected because certain exchange managers as well as theatre operators throughout the country have not yet realized the full scope of the music exploitation possibilities.

In Los Angeles where the music business is an inseparable ally to the production of pictures, both factions have gotten together on several occasions and worked out a formidable and invaluable exploitation tie-up between the songs and the picture. One of the many angles along this line was that of staging a private showing of the picture to the music trade two weeks prior to its release date. Here every member of the music trade was invited, from the little girl that hands the music over the counters to the higher executives of the retail and wholesale trade, even taking in the phonograph recording heads and their sales managers.

Here each could see the picture and how the songs were spotted with the result that they become enthused over the possibilities of connecting their product with the run of the picture. Sales managers and advertising men got together with the studio heads and an interchange of ideas for pre-advertising the sheet music and phonograph discs were given for the mutual benefit of music sales and a heavier box office draw.

Window displays were arranged for the countless music shops in which the titles of the songs are tied in with stills from the picture. If a title of a song lended itself to a tie-up with some foreign product or nationally-known merchandise, an effort was then made to make a three-way tie-up that would advertise that merchandise, the song and the run of the picture at the same time.

So far as this system is concerned there are only two other cities that are using it and these are New York and Chicago. If it works in big cities of this size, it should be far more effective in the smaller cities.

Exchange managers who receive a print of a new picture far in advance of release dates would enhance their business as well as the theatre operators, if at the time they receive a print and a general trade preview of the picture is shown, they will invite the local music trade into the conference and discuss the best method of helping each other before the run of the picture is started.

Sound Craft Has Studio

Sound Craft, Ltd., has acquired the old KMTR ether station on Wilton Place, Hollywood, where they will make electrical transcriptions for radio stations. Charles C. Pyle, of 'Bunion Race' fame, who brought 'Red' Grange to the screen, is with the company.

Syndicate Gets Gleason

Jimmy Gleason, author, picture and stage actor, has signed a contract with the Sper News Syndicate to author a weekly news letter, "Hap's Happenings in Hollywood." The letters will be from "Hap" to "Chick," promoter and prizefighter, respectively, in Gleason's stage success, "Is Zat So?"

Hatton at Universal

Added to the present series of shorts proposed for production at Universal, that company has engaged Raymond Hatton to team with Sam Hardy in a series of six to go into production soon. Title of the series yet to be selected.

Orchestras In Dutch With Song-Pluggers

A number of the local ballroom and night club orchestra leaders, who in the past have been killed with kindness and flattery from the general run of local song-pluggers, are finding in a number of cases that the pluggers are retrenching in this kindness and are asking the leaders to get down to a mutual agreement or else.

It all came about through some of the leaders refusing to play plug tunes in return for some of the restricted numbers that are already over the top. As a result of this, one of the leaders found himself in an embarrassing spot when he received orders from the song plugger that he could not play certain well known tunes because of the power he held in restricting the numbers from the air. This burned up the music leader who thought he could give the song plugger a run-around by writing to the home office of that particular music company. Wires were exchanged and the home office referred the entire complaint to the local plugger. The hostile orchestra leader is now playing the defendant's plug tunes and liking it.

Robbins to Europe

New York—With grips packed and reservations made for his semi-annual trip to Hollywood, Jack Robbins, head of the Robbins Music Corporation, was ordered by the Metro-Goldwyn-Mayer offices here to proceed to Europe instead and arrange further distribution channels for the Robbins product.

The increased demand for Metro pictures in foreign languages has opened a new field for songs incorporated in these pictures, making it necessary to make arrangements with publishers of each country to reprint the lyrics in their native language.

Robbins will return around Jan. 1, and will continue on the Coast.

Twelve Best Sellers

Sheet music along the Pacific Coast for the week ending Oct. 10 shows the following in the order of aggregate sales for the week.

"Little White Lies" (Pop) by Donaldson, Douglas and Gumble.
"Kiss Waltz," ("Dancing Sweeties" WB) by Witmark.
"Moonlight on Colorado" (Pop) by Shapiro-Bernstein.
"If I Could Be With You" (Pop) Remick.
"Down the River of Golden Dreams," (Pop) Feist.
"Go Home and Tell Your Mother," ("Love in the Rough" MGM) by Robbins.
"It Seems To Be Spring" (Let's Go Native" Par) by Famous.
"Dancing With Tears" (Pop) by Witmark.
"I'm Yours" ("Leave It to Lester" Par) by Famous.
"Bloom Is On the Sage" (Pop) by Preeman.
"Body and Soul," ("Three's a Crowd" Show) by Harms.
"Three Little Words," ("Check and Double" RKO) by Harms.

Music Being Used for Propoganda

In realizing the power of propaganda through a popular song, Paramount assigned Richard Whiting and Leo Robin to write a number to be used in a trailer throughout the Paramount-Publix chain of theatres to combat the proposed daylight savings bill coming up for a general vote next month.

Title of the number is 'When It's Daylight Saving Time in Oshkosh, I'd Rather Be in Kalamazoo." The trailer was made by Harry Green and Skeets Gallagher singing the song.

R K O Closes Out All Contract Dancing Girls

With a wholesale closing out of all contract dancers and show girls, numbering 35 in all, at the RKO studios, an ambitious gent about town is trying to corral the troupe for an eastern stage tour of RKO houses.

All girls have been interviewed, but show very little enthusiasm, because most of them want to stick around town so they can be closer to mammas who believe their daughters have a brighter future as screen actresses.

Seiter on French Film

Determined to cash in on contractual obligations despite a general studio lay-off, First National has assigned William A. Seiter to direct the French version of "The Aviator," the English version of which was made some time ago with Edward Everett Horton.

New Broadcasting Chain Organized

A new radio broadcasting chain is in the final stages of organization here, to be known as the United Broadcasting System. The chain is an offshoot of the defunct A. B. C. chain. It has as its head F. C. Dahlquist, who was formerly associated with the A. B. C. company.

A group of San Francisco bankers is behind the new chain, which already has nine coast stations agreeing to become part of the air network. Headquarters for the system will be established by November 1 in Los Angeles.

Abe Lyman to London In January

Abe Lyman's contract with Fanchon and Marco expires around January 1, at which time he and his men will do one-night stands en route to New York.

He will sail from there in time to each London for an indefinite engagement at the Kit-Kat Club, beginning January 19.

Lloyd Campbell Out Of Music Business

Lloyd Campbell, for a number of years the leading music publisher of San Francisco, has folded up the business and will turn his efforts to a more profitable field, as yet undecided.

Campbell's last effort to tie in with a picture company was at the Metropolitan studios, where he established offices to contact with the independent producers. This didn't work to any satisfaction, so he blew.

"U" Retains Cooley

After making one short for Universal, that company has retained Hallam Cooley to make two more under the supervision of Henry Bergerman. The actor will be starred with a supporting cast of well known players.

To Score "What a Widow"

Josiah Zuro at Pathe is now preparing a score to be used in the synchronization of "What a Widow" for foreign distribution.

ART SCHWARTZ
Said It Was
'ONLY A MIDNIGHT ADVENTURE'
But
'TOMORROW IS ANOTHER DAY'
Which about covers everything in the present demand for popular songs from the—
Music Center of the World
Hollywood

Rambeau Out Of Pathe, In Metro

Pathe allowed its five year contract to elapse with Marjorie Rambeau, who immediately was signed to a similar ticket by MGM through the Harry Weber office.

Miss Rambeau's first picture for MGM under the new contract will be with Greta Garbo in "Inspiration." Following this, she will play a supporting role in Wallace Beery's next, "The Secret Six," an underworld yarn from an original by Frances Marion.

Industry Starts War On Slater Bill

New York—Producers and exhibitors in New York are combining to fight the Slater bill, now in the New York Legislature, which would add thousands of dollars to production and exhibition expenses.

The bill provides that a licensed electrical engineer must be attached to every studio unit and sound truck, and maintained in every theatre projection booth.

Boasberg Promoted

After being less than ten days on the lot where he was originally signed by RKO to write gags, Al Boasberg was officially made an associate producer of that lot by Joseph I. Schnitzer, who is here trying to corral new blood for the organization.

Trowbridge With Christie

Carroll Trowbridge has been engaged for his old job of Eastern representative for the Christie Film Company.

Educationals to Fore

(Continued from Page 1)

can Telephone and Telegraph Company for the expenditure of $25,000,000 to do the same thing that Hammons will start.

There is hardly a doubt that where there is a dollar in the production, distribution and exhibition of talkies in theatres, there are millions to be made, with even less effort and more certainty, in the educational field. Bill Fox had the idea last year, had an organization working, pictures made and the announcement that most of his resources were going to be thrown that way, when the Wall Street crash washed out Bill and his idea.

Educational Pictures was formed by Hammons ten years ago with the educational idea in view, but, from the very start, finances sufficient to see the thing through were not forthcoming and, instead of sticking to straight educationals, Hammons went in for the theatrical end.

It is understood that M. A. Schlessinger, the holder of the De-Forest patents, will join Hammons in this new enterprise, giving the company the use of his patents, in addition to important financial connections Schlessinger can bring into the picture.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the complete scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

UNIVERSAL STUDIOS

Aside from work on four features, Universal has one serial and two shorts working this week, with the story department busy on a score of other treatments as yet undecided on final acceptance. Features in work at this plant include:

"HALF GODS"—From the play by Sidney Howard, adapted to the screen by Tom Reed. Hobart Henley is directing, with Genevieve Tobin and Conrad Nagel the only two featured members of the cast selected. Production started rehearsals today and is on a six-week shooting schedule, the same as all Universal specials are budgeted.

"DRACULA"—Is now in its third week of production, with three more to go. The story is adapted from the stage play and novel of Bram Stoker's by Tod Browning, Garrett Fort and Dudley Murphy. It is being directed by Tod Browning, with Bela Lugosi, Helen Chandler, Dwight Fry, Robert Ames, Edward Van Sloan, Herbert Brunton, Joan Standing, Charles Gerard and Frances Dade in the cast.

"DRACULA"—In Spanish is being made simultaneously with the American version under the direction of George Melford, from a screen treatment by B. F. Cue. Cast of featured players includes Carlos Billar, Lupito Tover and Edwardo Arozeasena.

"RESURRECTION"—Under the direction of Edwin Carewe, who also directed the silent version some years ago for U.A release, is now in its second week of production with four more to go. Story is from the Tolstoi novel and adapted to the screen by Finis Fox, who also made the screen treatment for the silent version. Cast is headed by John Boles, with support of Lupe Velez, Nance O'Neil, William Kiechley and Rose Tapley.

"FINGER PRINTS"—A ten-episode serial, was completed last Saturday under the direction of Ray Taylor, with a cast headed by Kenneth Harlan and Edna Murphy, supported by Gayne Whitman, Gertrude Astor, William Thorne, William Worthington and Marguerite Montague. Story was by Arthur B. Reeves, and required fourteen weeks of actual shooting time.

FOURTH OF THE SUMMERVILLE two-reel comedies went into production this morning under direction of Harry Edwards, with Slim Summerville, Eddie Gribbon and Lucille Hutson heading the cast.

Stories in Final Preparation

Unable to determine which of the stories now owned by Universal to go into production next, there is no definite production slated at this studio on the final prepared schedule. However, the next of the "Leather Pusher" series is in final preparation and, when it gets under way, will be handled by Al Kelly, with Kane Richmond and Nora Lane featured.

Whale Back at Tiffany

James Whale returned this week from England where he supervised the showing of "Journey's End," which he directed for Tiffany, and is stationed in that studio here, reading prospective material for his next picture.

Whale was retained by Tiffany at the conclusion of the war play and is given complete supervision over anything he may select to produce.

Fear Two-For-One Plan

Chicago—Exhibitors throughout the Middle West are somewhat fearful of the two-for-one plan instituted by the RKO houses. Coupons are being distributed by local merchants, each coupon being good for a ticket to the theatre if another ticket is purchased at the full price.

Branson is O'Leary Aide

New York—W. E. Branson has been appointed assistant to E. J. O'Leary, general sales manager for Pathe.

"No Limit" to Start

Clara Bow, Stuart Erwin and Director Frank Tuttle are leaving for New York to shoot scenes for "No Limit." They will rehearse on the train and will shoot in New York for about a week.

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9200
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

NOTICE TO THE TRADE
We now have in production at Tec-Art Studios a series of one-reel novelty subjects entitled
"NUTTY TRAVELOGS"
or
THE ALLEGED ADVENTURES
of
LEMUEL DUCKWORTH"
Featuring RICHARD CARLE
Supported by Margaret Landis and Jackie Searl.
ALL RIGHTS FULLY PROTECTED
Bruce Mitchell
Tec-Art Studios, Hollywood, Calif.

Report Three-Way Exchange Merger

New York—What appears to be the first move in a consolidation of the Sono-Art, World Wide and Tiffany exchanges throughout the country is the reported appointment of Harry H. Thomas, of Sono-Art, as the Tiffany district manager in New York, succeeding Phil Myers, who resigned to become manager of Columbia's New York exchange.

Jack Bellman, who has been the Columbia manager, is rejoining Adolph Pollak in the management of the Hollywood exchange, buying back the half interest he formerly held when the Hollywood owned the Columbia distributing franchise in New York. Bellman and Pollak sold the franchise back to Columbia two years ago and Bellman took over the management of the Columbia exchange, while Pollak continued with the Hollywood.

Exhibitors of New York, New England, New Jersey and Philadelphia will give Bellman a dinner at the Hotel Astor Wednesday night. The changes in managers took place this week.

Robert Frost Local West Coast Manager

Oscar Oldknow has appointed Robert T. Frost as manager of the Los Angeles division of Fox Westcoast Theatres. Mr. Frost replaces J. J. Franklin. Frost comes from the East and was formerly manager of the Publix Theatres in Birmingham.

Kalmus Has New Lens

New York—Dr. Kalmus, of Technicolor, states that he has a new technicolor lens which widens the field of sharp focus and produces clearer outlines.

International Kinema Research
HE-8761 Hollywood Security Bldg.

PRODUCERS AND DIRECTORS
You can now secure color as easily as black and white—and obtain color as natural as life!
LET
PHOTOCOLOR
SHOW YOU
Write or Phone
F. E. Nemec
Roosevelt Hotel, Hollywood
PHOTOCOLOR CORP.
729 7th Ave. - New York City
Laboratory, Irvington, N. Y.

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

"U" BOOTLEG SATIRE A WOW; "FEET FIRST" IS BELOW PAR

THE LOWDOWN

"Winnie" Sheehan's personal account is less by a few thousand this morning as the result of the big stage show he put on at the Mayfair Saturday night. Sheehan paid the bill himself which gave the Mayfair members the greatest night in the history of the club

•

A well-known song writer attended a very large party—large in more ways than one—the other night and became decidedly enamored of a young lady guest. She promised to meet him when the party broke up. At that hour, he was seen wavering about, peering into faces of strange women and turning sadly away. Finally, he confided in a friend and asked help in finding the girl. "Do you know what she looks like," the friend asked.

"Sure," said the song writer—and this was in Hollywood. "She's a blonde."

•

A very prominent director, who is reputed to have just acquired his first million, put a noticeable dent in it by a recent wager. He bet 50 to one—$5,000 against $100—that Bobby Jones would not win the four big golf events of the year, the two British and two American titles. Incidentally, those were the odds laid by Lloyd's of London. Bobby came through, as everyone knows, and for a brief time the million was $5,000 shy.

•

A great deal of preparation preceded the arrival of a foreign film star, before her arrival in Hollywood, after a successful season in New York. She was given the big build-up in the matters of refinement, culture, etc., and studio employees were instructed to be as cordial, respectful and quiet as possible. Everything was great for the first few days, after which she began arriving in her more or less "natural" condition—a Scotch coma. The language flew—and it was more than a bit gutter—spirits went up—bars went down—"and then the fun began!"

Corking Comedy For Box-Office

"SEE AMERICA THIRST"
Universal

Directed by.....William James Craft
Produced by.....Albert Demond
Story by.....Vin Moore and Edward Luddy
Dialog by.....Henry LaCossitt
Adaptation by.....C. Jerome Horwin
Photography.....C. Alvin Jones and Arthur Miller
Film Editor.....Harry Lieb
Cast: Harry Langdon, Slim Summerville, Bessie Love, Mitchel Lewis, Mathew Betz, Stanley Fields, Tom Kennedy, Lloyd Whitlock, Dick Alexander, Lew Hearn, Le Roy Mason.

Harry Langdon and Slim Summerville poke a derisive finger at the bootleg racket and provide a fund of comedy in this travesty on Chicago gunmen and their gang wars. With a pair of scissors, Universal can make this into one of the best comedy box-office bets of the year. It's only the gangster shots that need to be clipped to give the picture the necessary speed and pep. None of Langdon's or Summerville's scenes should be shortened.

Built on gags, all delivered from new angles, the picture is a scream, with the two comedians appearing as a couple of dumb guys accidentally caught in the rum racket of any large city. Mistaken for and accepted as a couple of first class gunmen, the two are sent out to do away with the leader of one gang with half a million dollars as the bounty.

Encouraged by their successful masquerade, the buddies decide to clean up in a big way by letting the two gangs do away with each other after one has been placed on the white spot and the other on the red spot. Their plan failing, and urged on by the gang leader's "moll," who is really an investigator for the district attorney's office, the comedians get hold of an exterminating liquid used as a spray, and stage a hilarious "cleaning up."

Langdon and Summerville measure up equal in acting honors and importance to the story. The former carries a little more weight however, playing tricks on a pair of fancy folding cannons atop a city sky-scraper which provides many laugh-thrills.

Henry LaCossitt has given the film good comedy dialogue, but some of the performers handle it a bit heavily, thus losing a great deal of its irony. Director Craft has made the most of the comedy scenes, and kept the real idea of the story to the fore. Comedy scenes have been excellently photographed too.

Bessie Love's role is a small one, though she does have a song number which she puts over in cute style. Of the gangsters, Mathew Betz gives the most authentic characterization, with Mitchel Lewis doing a fair piece of sinister work as one of the gang leader's lieutenants.

"See America Thirst" is lavishly, at times spectacularly mounted, thus emphasizing to what elegance and authority the country has raised its bootleggers.

Actors Must Eat

Many actors and actresses, out of jobs, are working the studios and homes of more fortunate players, soliciting the sale of Christmas cards, perfumes, novelties and liquor. Business not so good.

" TOO HOT TO HANDLE"
Larry Darmour

Direction.....Lewis F. Foster
Story and Dialog.....E. V. Durling
Photography.....James Brown
Edited by.....Edgar Scott
Starring.....Louise Fazenda

Supporting Cast: Vernon Dent, Fern Emmett, Harry Bernard, Lyle Tayo, Joe Young, Hilliard Karr, Irving Bacon.

Slapstick comedy, with what it takes to get laughs. Something for the kids and something for the grown-ups in this one. It can't miss.

Louise Fazenda is in her element as a social adviser. She undertakes to supply an old southern family as professional guests to a "climber." The fun doesn't begin, it continues, when the family from the old South turns out to be her own from old South Brooklyn.

The gags, the dialog and the direction all aid in placing this at the top of the list, but it's Miss Fazenda's show and she's a one-woman revue.

•

Fraud Charges Made

(Continued from Page 1)

to be faked and, due to the Better Business League, the Hays office forbade its exhibition in theatres associated with that organization.

Columbia is releasing an animal picture, "Africa Speaks," and Frank R. Wilson, president of Talking Picture Epics, the company releasing the Martin Johnson pictures, contends, in affidavit form, that the big thrill to the Columbia picture, the scene showing a native being killed by a lion, is a fake, same being staged in the local Selig Zoo by the use of a Los Angeles darkey and a toothless lion from the Zoo.

It is said that Wilson, has brought this faking to the attention of the American Museum of Natural History and the Hays organization, insisting on a ruling.

Most of "Africa Speaks" was made by Paul Hoeffler, in conjunction with the Colorado scientific expedition into Africa.

New Lloyd Film Not Up To Mark

"FEET FIRST"
Paramount

Produced by.....Harold Lloyd Corp.
Directed by.....Clyde Bruckman
Starring.....Harold Lloyd
Story by.....John Grey, Alfred A. Cohn, Clyde Bruckman
Scenario by.....Felix Adler, Lex Neal
Photography by.....Walter Lundin and Henry Kohler
Film Editor.....Bernard Burton
Supporting Cast: Barbara Kent, Robert McWade, Lillian Leighton, Noah Young, Henry Hall, Arthur Housman.

Any Harold Lloyd picture will do business, lots of business, but the box office bells will ring with less force during the run of "Feet First" than at any time for the past few years, due to the fact that Harold does not have a wow in this production, as is always expected from him.

"Feet First" is, more or less, a talkie version of "Safety Last," in that the major portion of the picture as previewed Saturday night concerns itself with Harold's antics up and down the front of a skyscraper. The picture suffers as a result, as the great value of all Lloyd pictures has been the novelty of his gags and the freshness of everything he puts in.

As in every Lloyd picture, the story means little and only serves to furnish situations for gags. In "Feet First," Harold is a sort of an errand boy in a shoe store with ambitions of becoming a salesman. He meets the girl, who mistakes him for a big leather man. He mistakes her for the daughter of the president of his store. He meets the "pres" and gives him the full benefit of his correspondence course in salesmanship, the "pres" is impressed and caters to his supposed knowledge.

Harold gets caught in a situation that causes him to sail on the same ship as the girl and the "pres." Before the trip is over the "pres" uncovers the sham of Harold, but gives him an opportunity to distinguish himself in the delivery of a set of papers by a certain date. This he does, and wins the girl.

Barbara Kent is the girl and is O. K., as are Robert McWade, Lillian Leighton and Arthur Housman.

The direction of Clyde Bruckman and the photography of Walter Lundin and Henry Kohler are all that could be desired.

Lloyd has a tremendous following who will certainly be attracted to the theatres by this new picture, but the eventual gross business on "Feet First" will suffer, due to the lack of originality and laugh-producing gags that Lloyd fans always expect.

•

London Theatre for U. A.

London—United Artists has signed a lease for the new Buchanan Theatre, in Leicester Square, for its productions.

"YOUTH", "MIN & BILL" GOOD "2 AGAINST FATE" AVERAGE

Stuart Erwin Steals Picture

"ALONG CAME YOUTH"
Paramount

Directed by ..... Lloyd Corrigan
Starring ..... Charles Rogers
From the Story "Molinoff" by ..... Maurice Bedell
Scenario by ..... Marion Dix
Screen Play by ..... George Marion, Jr.
Photography by ..... Henry Gerard
Film Editor ..... Jane Loring

Supporting cast: Stuart Erwin, Frances Dee, William Austin, Mathelreda Comant, Betty Boyd and Leo White.

A picture that proves again what a great box office bet Stuart Erwin is. Built up on gags built around Erwin which together, are built for laughter that will draw the customers in and make them glad they came. Billed as a comedy, this should do great business.

The burden of plot is just about as heavy as a musical comedy and carries one improvement—there is no music. A young American is stranded in England with his race horse trainer because his horse "refused" in a race and he lost his all. Along comes a lovely girl, whose Mamma represents impoverished nobility, offering daughter as bait to replete the family fortunes. The American takes a job as chef on the estate next to the girl's. Girl and family think he is the owner. Follows misunderstanding, understanding, winning of the steeplechase and happy ending.

The direction is smart and keeps the picture moving along at a good pace. Even the love scenes have been handled with neatness and despatch. It is to the dialog and gags that the picture owes it value, though. George Marion, Jr. has come across with some very funny lines and can be forgiven for the three unnecessary, written titles that couldn't stand comparison with the spoken word.

Stuart Erwin, as the nearsighted trainer, who is practically blind without his glasses, walks off with the picture neatly tucked away under his ingenious interpretation of the role. True, he has been given the lion's share in this picture, but it is equally true that no one could have done better by the part and we can think of no one who could have done as well.

Charles Rogers is still everything that his adoring public think him, but in this picture he has just another hero role and adds nothing to his qualifications as an actor. Frances Dee, as the heroine, is pleasing and good to look at. Mathelreda Comant, as the Senora who is fat, more than slightly deaf, and who has a mean capacity for desserts, desserts for which she is willing to do anything, even buy a horse—for someone else to ride—gives a grand performance.

Here's a Real Fan

A prop boy was told to fix up a hotel register for a scene in the new Johnny Hines comedy. After the scene had been shot, one of the studio executives ambled over to the desk and, quite by accident, read what the prop boy had written in the register. He found listed every name of every ball player on the St. Louis Cardinals and Athletics baseball teams. Such is realism to a true baseball fan.

"TWO AGAINST FATE."
Paramount

Directed by ..... Rowland V. Lee
Starring ..... George Bancroft
Story by ..... William Slavens McNutt and Grover Jones
Dialog by ..... Max Marcin
Photography by ..... Archie Stout
Supporting cast: Jessie Royce Landis, William Boyd, Donald Stuart, Thomas Jackson, Wade Boteler and Frederick Burt.

George Bancroft giving the fans what they have learned to expect. Just average screen fare about he-men of the sea.

We have here, all the familiar ingredients that go to make up the usual story about sea-faring men. The man who has worked all his life to gain the captaincy of a ship. He gets the ship and then is double-crossed by the first mate and the woman he loves. Takes a job aboard another freighter and, in a stormy sea, persuades his captain, by force, to turn about and go to the rescue of the ship that was his and is now being captained by his dirty dealing first mate and that carries the woman who caused his downfall. And in the end he discovers that the woman really loves him after all, and the first mate sees to it that he is reinstated, and its six bells and all's well.

A story like this is so cut and dried that it practically directs itself, and the dialog, while it is all right, has no distinguishing features. However, the fight scenes are well handled and the photography is uniformly good. It is too bad that no one has yet devised a means to make ships at sea in a storm look like anything but miniatures.

George Bancroft is his usual swaggering, virile self and will continue to satisfy the customers, (and there are many,) who like that sort of thing. Jessie Royce Landis labors as one of those heroines who is irritatingly dense for the first half of the picture and suddenly becomes a martyred woman. Miss Landis is a new-comer to the screen and her acting deserves a better debut. William Boyd is excellent as the first mate and severest rival..

Dressler and Beery Are Great

"MIN AND BILL"
Metro-Goldwyn-Mayer

Directed by ..... George Hill
Story by ..... Lorna Moon
Scenario & Dialog by ..... Frances Marion and Marion Jackson
Photography by ..... Harold Westrom
Film Editor ..... Basil Wrangell
Cast: Marie Dressler, Wallace Beery, Dorothy Jordan, Marjorie Rambeau and Donald Dillaway.

Just Marie Dressler and Wallace Beery heading the cast of this MGM production, which is an adaptation of Lorna Moon's novel, "The Dark Star," are enough of a draw at any box office. When it is whispered around what a grand lot of human interest stuff this picture has packed into it, the ticketsellers will be in for a panic.

"Min and Bill" is wild-eyed melodrama one instant and hectic farce the next. The picture tells of the self-sacrificing love of a woman, who knows she is a wharf rat, for a little waif she has raised. Just as her plans for the girl's future are beginning to materialize, the mother, a hardened, vicious creature, appears. The scene between the two women affords the dramatic climax of the film. A part of the story is far-fetched, especially when the foster daughter of "Min" marries the scion of millions, who is perfectly aware of her origin, after two years of education. This is the Cinderella element, however, that most audiences adore.

The roughness of the locale, the waterfront of a Southern California seaport, and the sordid part which has fallen to the lot of Marjorie Rambeau, are relieved by the characterizations of Miss Dressler and Beery. They convince you that they are fundamentally all right—more the victims of environment. George Hill has created this same idea by his story.

Dorothy Jordan is at once capable and winsome, first as the child of the slums and then as the lovely girl who marries the millionaire. Donald Dillaway, the other romantic lead, though not an established film personality, makes a favorable impression. Miss Rambeau, stage favorite of many seasons, cast in a difficult and unsympathetic role, is impressive.

Frances Marion and Marion Jackson, who collaborated, have done good work with the scenario and dialogue. The photography is o. k., except in the double exposure scenes, which are rather obvious.

Est. 1922 L. A. Howland
INTERNATIONAL KINEMA RESEARCH
Research Photographs
Insert Material
Hollywood
HE-8761 Security Bldg.

Schnitzer Very Active At RKO

Joseph I. Schnitzer, vice-president of RKO Pictures, is taking more than a visiting interest in affairs of the local studio. J. I. is interviewing people, hiring some, passing on others, and having plenty to say regarding the entire running of the plant. He will be here for at least a month longer.

•

British Govt. Is A Flop As Producer

London—The British Government's venture in motion picture production is a dismal failure. The Government spent $100,000 making "A Day at Buckingham Palace," but it was so full of propaganda that the exhibitors refused to accept it as entertainment.

HONEYMOON LANE

A birthday party given in honor of his fiancee last Monday night was followed by a wedding as a surprise gag of the evening, when Donald Gallaher, playwright, actor and producer, had Judge Daly S. Stafford proclaim him the lawful wedded husband of Joan Na Varre, contract dancer of the Fox studios.

The romance started at the Fox studios when both were brought together in a picture.

•

Fox's Great Stunt

(Continued from Page 1)

and all the work that goes into it. But the big dough made by the Fox houses is the exploitation it gives the pictures, no matter from what studio, booked into the house each month, as the entire content concerns only pictures to be played during the month of issue at Fox houses.

The book is good reading from cover to cover, with unusual illustrations, and does not smell of exploitation in any form. The fan readers find themselves interested in a picture, only to find, a short time after, that their local Fox house will play it.

CORINNE
COWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9280
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

NOTICE TO THE TRADE
We now have in production at Tec-Art Studios a series of one-reel novelty subjects entitled
"NUTTY TRAVELOGS"
or
THE ALLEGED ADVENTURES
of
LEMUEL BUCKWORTH"
Featuring RICHARD CARLE
Supported by Margaret Landis and Jackie Searl.
ALL RIGHTS FULLY PROTECTED
Bruce Mitchell
Tec-Art Studios, Hollywood, Calif.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the complete scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

RKO STUDIOS

Radio is at the highest peak of production this week with four features and two shorts going and only one feature in final preparation . . The studio has had more than six units going at one time before, but at no time has there been two super-productions such as "Cimarron" and "Beau Ideal" at once. Features in work include:

"CIMARRON"—From the Edna Ferber book of the same name, adapted by Howard Estabrook and being directed by Wesley Ruggles, with Richard Dix starring. Supporting cast has Irene Dunn, Estelle Taylor, Rosco Ates, Wm. Collier, Jr., Georgie Stone, Robert McWade and Nance O'Neil. Production is in its seventh week with three more to go. Shooting schedule is being divided between the RKO ranch location and the Gower street studio.

"BEAU IDEAL"—From a novel by Percival C. Wren, author of "Beau Geste" and "Beau Sabreur," both of which have already been transferred to the screen. Book was adapted by Elizabeth Meehan and scenario is by Paul Scofield. Being directed by Herbert Brenon, with Ralph Forbes and Lester Vail in the male leads. Feminine lead has not yet been selected. Other players in cast are Don Alvarado, Otto Matieson, Paul McAllister, Neil Hamilton and Leni Stengel. The company now in its third week and three more to go. It returned last Monday from location in Yuma, Arizona.

"HOOK, LINE AND SINKER"—From an original story by Tim Whelan is now in its first week of production with four more to go. It was adapted to the screen by Tim Whelan and Ralph Spence, and is being directed by Edward Cline with Bert Wheeler and Robert Woolsey co-featured. Supporting cast has Dorothy Lee, Ralph Harolde, Jobyna Howland, Natalie Moorhead, Hugh Herbert, Bill Davidson and George Marion, Sr.

"THE QUEEN'S HUSBAND"—From the Robert E. Sherwood play of the same name, adapted to the screen by J. Walter Ruben. Being directed by Lowell Sherman, who also plays a part, supported by Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell and Gilbert Emory. Now in its first week of production with four more to go.

Stories in Final Preparation

"CHILDREN OF THE STREETS"—An original story by Robert Milton is now being prepared for the screen by Bertram Milhauser, who will be associate producer on the picture. Jane Murfin is writing a treatment.

WEEKLY PRODUCTION CHART

This table shows a summary of production activity at the various active picture studios in Hollywood, as reported by these studios to be in effect next week.

Name of Studio	Features in Actual Work	Shorts in Work	Total Units in Work	Features in Rehearsal	Features in Final Preparation
RKO	4	2	6	..	1
Metro	4	1	5	..	3
Universal	3	2	5	..	4
Fox	4	..	4	2	5
Pathe	2	2	4	1	4
Paramount	6	..	6	1	2
First National	2	..	2	2	4
United Artists	2	..	2	..	2
Warners	..	..	..	..	..
Tiffany	2	1	3	..	1
LEASING STUDIOS					
Tec-Art	1	1	2	..	4
Metropolitan	3	3	6	..	5
National	1	..	1	..	2
Cinephone	2	2	4	..	1
SHORT SUBJECTS					
Darmour	1	2	3	..	..
Sennett	..	1	1	..	..
Roach	..	2	2	..	..
Educational	1	1	2	..	..
TOTALS	38	20	58	6	38

SAM MINTZ

FIFTH YEAR
PARAMOUNT

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON ... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Popp, News Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.
New York office No. 58 West 45th Street. J. A. Milligan, New York Manager
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstramer.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

Screen comedian, formerly teamed up with tall Swedish comedian, and known for his habit of forgetting to pay bills, owed a well known comedy constructor $100. After waiting for a long time for the comic to pay up the C. C. put the matter in hands of his attorney who wrote the comedian a letter claiming $750 due his client. The comedian immediately replied that he owed him only $100. With that letter as evidence it was no trouble collecting.

•

A big poker game that has been going on in the picture colony for many weeks is directly responsible for several poor pictures—responsible to the extent that some of the heavy losers are individuals trusted with the production and directing reins of pictures, and their big losses have kept them awake all night and worried all day. Consequently, the screen flops.

•

Daily sun baths were part of Rita La Roy's preparation for her menace role in "Sin Takes A Holiday," at Pathe. A sunback bathing suit was the cause. In the production, Miss La Roy wears daring evening gowns which are cut below the bathing suit lines. Fearing that body makeup could not satisfactorily match the tanned and white skin, she let the sun do it.

•

Unfamiliar with the cost of spreading banners across public thoroughfares, one of the film producers who has been in Hollywood long enough to lose his dialect, but hasn't, called his press agent in and said: "Boy—ve have a great peecture in de "Boining Sands" and I vant you to give it de splash. Put benners across Wilshire Boulevard all the way from Santa Monica to Los Angeles." The p. a. out of respect for the producer's pocketbook, said, "Yes, Mr. Soandso, that's a great idea, but do you know what it will cost to string a banner across Wilshire Boulevard? When informed that each banner would cost $50, he said: "Ve von't use de benners."

Night Sports Cut Into Movie Houses

Syracuse — With night football, night hockey and other sports scheduled to be played by electric light this Winter, the motion picture theatre owners are getting worried again.

The situation in this vicinity seems to be exceptionally acute. Last Saturday night the Syracuse-Hobart football game cut into the movie houses badly, all theatres along the Main Stem suffering.

The franchise of the Hamilton, Ontario, hockey club has been transferred to Syracuse, which doesn't help any, and basketball games are also scheduled.

Still further, although nocturnal golf is so far confined to miniature courses, arrangements are being made to illuminate outdoor golf courses for night play next Spring. All in all, the movie house owner's lot is not a happy one.

•

First National is Purchasing Stories

New York—First National is buying stories, preparatory to resuming production at the California studio. Three recently purchased are the Whittaker serial, "The Party Husband," Arthur Richman's "Ambush," and Alan Brener's "A Lady for Love."

•

Fox Covering Germany With Sound Trucks

Berlin—The Fox Company has added another to its ever-growing stock of sound trucks covering this and neighboring countries for the Movietone Newsreel. Fox now has five working out of the five principal points of Germany.

•

8 Cars for Location Trip

A special train of eight cars was required to transport people and equipment to Dardenelles, near Sonora, California, to film scenes for "The Great Meadow," now being produced under direction of Charles Brabin for Metro. The company expects to be on this location for at least two weeks.

•

Wrecking Old Metro Plant

House wrecking crews are removing what was once the home of Metro Pictures on Lillian Way, Hollywood, where the late Rudy Valentino and Rex Ingram made themselves famous, and where other stars of another day called for their pay checks.

•

New Producing Firm

Louis B. Mayer's brother, Rudolph, a production executive at Metro, and Lou Ostrow, formerly studio manager for Tiffany, have formed a company to produce pictures and will begin with a cartoon series to be called "Scoop Scandals." Offices have been opened at 1047 Fairfax Ave., Hollywood.

MUSIC LEADERS

As reported for the New York district by the Plaza Music Company in New York for the week ending Oct. 7th.

"Little White Lies," Donaldson, Douglas and Gumble.
"Springtime in the Rockies," Villa Moret.
"Betty Co-Ed," Carl Fisher.
"If I Could Be with You," Remick.
"Kiss Waltz," Witmark.
"Dancing With Tears," Witmark.
"I Still Get a Thrill," Davis, Coots and Engle.
"Down the River of Golden Dreams," Feist.
"Don't Tell Her What Happened to Me," De Sylva, Brown and Henderson.
"When the Organ Played at Twilight," Santly.
"Go Home and Tell Your Mother," Robins.
"Somewhere in Old Wyoming," Morris.

Story of Illness of Janet Gaynor Untrue

The Fox studio publicity department was forced into hot water plenty yesterday as a result of another Hollywood story gaining momentum to the disadvantage of Janet Gaynor. The yarn declared she was suffering from blindness and confined in a California sanitarium.

There is no ground whatsover for the rumor and the young actress is in perfect health, studying hard for her next co-starring picture, "The Man Who Came Back," to be directed by Raoul Walsh.

•

Business in Tacoma

Tacoma—Fox theatres reported large returns for the week here.

The Broadway did well with Ruth Chatterton's "Anybody's Woman" and the Rialto turned in a profit with "Last of the Duanes" and "Love in the Rough."

"A Lady Surrenders" flopped at the RKO Orpheum. "Africa Speaks" replaced it for a brief run.

"Once A Gentleman" went fair at the Riviera. Eddie Cantor's "Whoopee" turned in only fair returns at Hamrick's Blue Mouse.

•

New Counsel for "U"

New York—The appointment of Willard S. McKay as general counsel was announced by Universal today.

•

Paramount's Net Great

(Continued from Page 1)

per cent ahead of the profits reported for the same period in 1929, and creates a new high record for the period in the company's history.

Profits for the three months ended September 27 are estimated at $5,100,000, which amounts to $1.60 a share on the 3,180,636 shares outstanding in the quarter. This is eleven percent ahead of the same quarter in 1929 and is another company record.

Big Chains Sign For U. A. Specials

New York—Despite retrenchment moves in the home office and exchanges, United Artists state that business in new contracts signed during the past two weeks will net the company at least $5,000,000.

Aside from sundry independent circuits, two big chains, the Fox theatres and the Warner houses, have signed for the U. A. specials. A deal with the Keith houses is also said to be practically set, only a few minor details remaining to be worked out.

Previous to the signing of these chains, the Loew and Publix houses signed contracts.

•

Daughter for Henry King

Production on "Lightnin' " at Fox was suspended long enough yesterday for Henry King to visit the Good Samaritan hospital to meet a new member of the King family, a nine pound baby girl.

•

"Lady Surrenders" Held

New York—"The Lady Surrenders" has been held over for a second week at the Stanley in Philadelphia, and also in Atlanta. The business for the film in New York, however, is not so good.

East and West Bound

Walter Wanger will head the eastbound vanguard of Paramount studio officials leaving here tonight for New York. The party, traveling in a special car, will include: B. P. Schulberg, Ernest Lubitsch, Sam Jaffe, Jas. Wilkinson, chief film editor, Franklin Hansen, chief sound mixer, Ernest Vajda, Max Marcin, Herman Mankiewicz, Maurice Hanline and Samson Raphelson, writers.

•

Sergi Eisenstein, with his two assistants, Gregory Alexandrov and Ivar Montague, are leaving for a two weeks' conference, after which time Eisenstein will return to continue his first picture for Paramount.

•

Art Schwartz left last night for New York to confer with home office of Music Sales Corp. and M. Witmark and Sons.

•

Dick Powers arrived here yesterday from New York, after making a deal to start a music publishing house with Phil Kornheiser. The deal was on and off three times. It is still off.

•

Fred Newmeyer returned from the Paramount Long Island studios last night, after directing one picture there.

•

George Yohalem left for New York last night to make atmospheric scenes to be used in Paramount's "No Limit," starring Clara Bow.

THE Hollywood DAILY REPORTER

Vol. I, No. 28. Price 5c TODAY'S FILM NEWS TODAY Friday, October 10, 1930.

FOX'S GREAT STUNT

Houses From Coast to Coast Print A Fan Magazine That Brings In The Patrons In Large Numbers

The greatest piece of showmanship and theatre exploitation ever uncovered in this or any other end of the amusement business is being conducted by the Fox houses with the publication of their fan magazine known as Screen Mirror.

This publication, started by Eddy Eckels of the Fox West Coast Theatres as a local gag, with 10,000 copies, has now ballooned into a full-fledged national fan magazine with last month's printing of 275,000, and 1,000,000 in sight for the first of the year, going to every spot where Fox has a theatre and SOLD (not given away) in the lobbies of the houses and on the newsstands of the towns.

The magazine sells for 10 cents a copy and this fully pays for the book

(Continued on Page 3)

Stock Changes Of Yesterday

	Close	Chg.
RKO	20⅜	3⅜
Loew's	61⅜	3⅛
Para.....	48	2
Fox	38½	2⅛
Warners	18	2⅛

TRADEVIEWS

by W. R. Wilkerson

Production waste must be eliminated.

Conditions throughout the country are not what they were and from the looks of things, they will be worse. Steel almost hit 145 yesterday. That's a very bad indication.

True, picture theatres are the last to be hit in hard times, because people want amusement, the type of amusement and at the prices they can get at the movies, but this hard times thing is going so far, theatres WILL be hit and hit hard. And when the box-office slows up, production costs must be regulated to fit.

We don't suggest the lowering of production costs to such an extent that it will lessen the quality of pictures, but we do say that PRODUCTION WASTE has to go by the board, not only for now, but all time.

What can be construed as production waste?

A short time ago a picture was held up for two days because the director insisted that he have a hand-painted deck of cards for a sequence. Not three or four of the cards, but a whole deck of 52. The job on the deck cost $300, the waste of time in waiting ran into thousands. The camera could not pick up this fancy deck and, even if it could, only four or five cards would be shown.

Another picture was burdened with a terrific item for fine leather gloves, expensive lace dresses and unusually costly headwear for the chorus when it was impossible for the camera to pick up the texture of any of this material. There is another item of a picture being loaded with a cost of $17,000 for wardrobe because, when same was delivered, the producer decided it was the wrong kind of material and junked it.

Huge sums have been spent on sets that only are seen for a flash in the finished product.

There are thousands of other items that could be tabulated, costs that are not necessary, never were necessary, and costs that must be eliminated if the industry hopes to keep its head above water.

Tunesters After Swanson For U. A.

De Sylva, Brown and Henderson's first picture to be produced for United Artists may have Gloria Swanson as the star attraction, if present negotiations for her services can be completed successfully.

The boys have several ideas to work out as a possible story, but it all hinges on whether or not Swanson can be secured.

•

Big Advance Sale For "Just Imagine"

The largest advance sale in the history of the Carthay Circle for two days following the opening of a picture has been banked for next Saturday and Sunday on the Fox picture, "Just Imagine." Yesterday, two days before the opening, the four performances for Saturday and Sunday were practically sold out.

•

Jack Warner Defers Trip

Slated to shove off for the city of Edison lamps last night, J. L. Warner deferred the trip until October 15, at which time a few more Warner and First National pictures will be completed for his final O. K.

PARAMOUNT NET PROFITS FOR 9 MONTHS $13,541,000

The consolidated financial statement of the Paramount Publix Corporation, just issued, estimates the net profits for the nine months ended September 27, 1930, at $13,541,000. This includes the earnings of all subsidiary companies after all charges and taxes are deducted, and amounts to $4.50 per share on the 2,948,397 shares outstanding during the period.

This estimated profit is thirty-nine

(Continued on Page 2)

Fox Buys Contract of Harold Murray

Fox has purchased the unexpired term of J. Harold Murray's contract for a cash payment of $75,000.

Murray's contract called for 52 straight weeks at a figure of $125,000 for the year. He has already received $20,000, making $95,000 Fox had to pay for the contract.

•

Christie Short Subject Department Disbanded

The Christie short subject department has been disbanded with its entire staff of writers after deciding to pick future story material from the open market. Writers affected by the lay-off included Walter De Leon, Harry McCoy and James Starr.

Brookhart Attacks Michigan Zone Plan

Detroit—U. S. Senator Smith Brookhart made an attack on the zoning and protection plan at the convention of the Michigan Motion Picture Theatre owners.

He advocated amending the Clayton act so that it would apply to leases as well as to sales in interstate commerce.

•

Fight Sunday Movies

Binghamton, N. Y.—The Binghamton Ministerial Association, with 70 members, has appointed a committee to "protect the community from commercialism," which means keeping out Sunday shows.

•

England Holds Up United States Films

New York—Cables from London state that the British censor has held up the showings of "Liliom" and "The Sea Wolf" in London.

•

No Balcony Smoking

Syracuse—The attempt to permit smoking in the balconies of the picture houses has met with defeat. The local women's organizations beat it.

TEC-ART STUDIOS INC. OF CALIF. RCA PHOTOPHONE RECORDING

November Will Be Big Indie. Month

New York—At the suggestion of Ray Johnston, president of Syndicate Pictures and a leader in the independent field, November has been selected as Independent Month in all parts of the United States. Concerted action by independent theatres will, it is believed, make it possible for Independent Month to be put over in a big way.

Mr. Johnston also announces six all-talking Westerns available for dating. The first three are "The Lonesome Trail," "Beyond the Law" and "Code of Honor."

•

British Talkies Out-Drawing U. S.

London—The British-made talking picture has come into its own and is out-drawing the American product, much to the delight of the British press and public. Until recently the reverse was true, but now American talkies are somewhat neglected, while the British productions are playing to standing room.

A leading British exhibitor states that "Splinters," made in England, attracted more money at nine of his company's theatres in one week than Harold Lloyd's "Welcome Danger" did the previous week.

•

At Syracuse Theatres.

Syracuse — The following pictures are playing the Syracuse houses this week:

"Monte Carlo"—Paramount; "The Sea Wolf"—Fox-Eckel; "Whoopee" Loew's State; Half Shot at Sunrise"—R-K-O-Keith's; "Ladies of Leisure"—Palace; "Scarlet Pages"—Strand.

•

Wide Screen Test at Hip.

New York—RKO is to install a wide screen at the Hippodrome for a demonstration of the Spoor wide screen process with the feature, "Danger Lights." The test will take place next month.

•

Deal in Paramount Stock

New York—Paramount is said to be paying the Leach family, of Miami, $80 a share for stock given in trade for the Leach theatres a year ago. The Leach family will re-invest $960,000 in Paramount stock at the current level of $51.

•

Cohn in Hays Argument

(Continued from Page 1)

but I will make pictures the way I want to, Hays membership or no."

The unofficial come-back of the Hays office is to the effect that Mr. Cohn joined with his eyes wide open and that he will abide by the doctrines and that he will abide by the rules of the organization.

Joe Brandt's comment was terse and informative. He is reported to have said: "Harry just doesn't understand, that's all. He'll learn after a while."

Meanwhile, the film business grins and waits.

"LAUGHTER" IS BOX-OFFICE "CODE OF HONOR" THRILLS

"LAUGHTER"
Paramount

Directed by.....Harry D'Arrast
Starring.....Nancy Carroll
Story by.....Harry D'Arrast and Douglas Doty
Screen Play by..Donald Ogden Stewart
Photography by.....George Folsey
Supporting cast: Frederic March, Frank Morgan, Glenn Anders, Diane Ellis, Ollie Burgoyne and Leonard Carey.

Society drama that has a theme of wide popular appeal. Handled in a delightfully sophisticated manner, a sophistication that will not hurt the box office in the small towns and will add to the drawing power in the larger cities.

It tells the story of an ex-follies girl who married millions when the man she really loved went to Paris. Life with her husband, who is a financial genius, is slowly killing her spirit. She tries to stick it out, even in the face of the return of the man she loves. An artist, friend of the old days, commits suicide because she proves to him that he was about to marry her stepdaughter for her money, in trying to forget his love for her. It is after this that she tells her husband that wealth cannot make up for the lack of love and warmth and laughter, and leaves him to marry her former sweetheart.

Harry D'Arrast has been clever enough to make the intent of "Laughter" neither sardonic nor cynical, neither has he allowed any hokum to mar his excellent direction. He has brought out the idea of laughter as a gay thing, a necessity to happiness and a destroyer of sham. His subtleties lie in the characterizations and in the intimate scenes, and above all, he has given the picture pace and a combination of humor and drama that holds an enormous amount of general appeal.

Donald Ogden Stewart has contributed some of the grandest dialog heard in a long time. The subtle and dramatic lines have been well interspersed with hearty laughter and nonsense. Especially is he master of mirth-provoking absurdities.

The photography is wonderfully clear without ever being sharp. George Folsey has given to it a feeling of roundness and depth that almost amounts to third dimension, particularly in his mass shots of New York's skyscrapers and in his backgrounds.

Nancy Carroll is such a fine little actress, it is always a pleasure to see her in straight dramatic roles. Frederic March is great as the gay and carefree composer to whom wealth is merely a means to an end and not the reason for living. Frank Morgan, as the husband, to whom money is the breath of life, and Glenn Anders, as the artist to whom life is a terrific puzzle, which he hasn't the courage to face, or destroy, are splendid. Diane Ellis, as the daughter, contributes one of the highlights of the picture in a scene where she comes home more than a little under the weather.

Paramount has turned out one of the best pictures of the year, and one that should stand as such in the opinion of any audience.

•

"CODE OF HONOR"
Syndicate-Rayart

Directed by.....J. P. McGowan
Photographed by.....Otto Himm
Dialogue and story by....G. W. Durlam
Sound Engineer.....Ralph Like
Featuring Mahlon Hamilton and Doris Hill.
Supporting cast: James Aubrey, Laff McKee, Wm. Dyer, Harry Holden, Stanley Taylor, George Graves, Jr., and Adams Quartette.

This western was not made to break any box office records, and while it won't startle the world in general, the smaller theatres will get results with it, for it has plenty of hard riding, the backbone of all westerns, some thrills, lots of action, a fairly good story, and a leading man who is miscast.

Mahlon Hamilton is the leading man, and He-man of the opus. His efforts are too 'stagey' and his voice lacks the taint of the "Them Thar Hills" atmosphere the kids want to hear. Otherwise, he is all right, but not just exactly the type for western fan-fare, as we pick our Open Space heroes.

Doris Hill lends herself for the love interest and pleases the eye and ear. She handles dialogue well and the camera does her proud.

The story centers around Jack Cardigan, a card shark, wanted for a murder, the result of a barroom brawl. In escaping from the sheriff and posse, his horse falls, he is injured and winds up in the girl's house where she plays nurse. In the meantime, a gambler and a crooked lawyer fleece the girl's father of a Spanish land grant with the unwilling aid of the girl's brother who is indebted to the gambler.

Cardigan falls in love with the gal and decides to go straight. This decision annoys his buddy, "Big Nose," played by Jimmie Aubrey for comedy relief. Aubrey gets a lot of laughs out of this situation. The climax is reached when Cardigan decides to play one more hand, and visits the gamblers joint with a wad. The gambler plays him for high stakes, Cardigan winning everything, including the land grant deed, which he later gives to the girl. The gambler, furious at losing out, comes to the girls house, and an exciting fight between Cardigan and the gambler ensues, Cardigan winning just as the sheriff enters and arrests the gambler for the crime Cardigan was accused of.

Photography and sound recording excellent, likewise the performance of William Dyer as the sheriff. Harry Holden as the shyster lawyer is capable. Stanley Taylor as the boy is good. The Jimmie Adams Quartette offer Hilly-Billy songs and tunes which don't do the picture any harm. The kids will love it!

Europe Wants Less Talk--Sidney Kent

New York—Sidney Kent, just back from Europe, says that no silents are included in the Paramount programme for the next year. The only silents that will be made will be for foreign markets. He adds that the demand abroad is for "less and better dialogue."

Mr. Kent states that foreign production by American companies is still in an uncertain experimental stage. He will return to Europe early next year.

•

Mae Murray To Star In England

New York.—Mae Murray is sailing for England to do three pictures for British International for a reputed salary of $65,000 a picture. The contract specifies that the pictures are to be directed by an American director.

•

Seiter New York Tie-up

The Howard Seiter office has arranged with the Chamberlain Brown Agency, in New York, to act as exclusive representative for the Seiter office in New York City.

East and West Bound

Robert Lord returned last night from New York after reviewing current plays for possible screen material for Warners.

•

Dorothy Mackaill returned yesterday after three months in Europe. She will make two pictures for Fox before rejoining Warners.

•

Hugh Hoffman to New York to scout for play material for Universal.

•

Carl Laemmle, Sr., due back here this Saturday, after two months stay in New York.

•

Zoe Akin returned to Paramount yesterday after getting her new play, "The Greeks Had a Word for It" started on Broadway.

•

Eric von Stroheim is due to arrive here October 11 and will report to Universal to begin preparation for a remake on "Blind Husbands."

•

Ben Bard left last night for New York with his wife, Ruth Roland. Bard is seeking vaudeville dates while the wife is just vacationing to be in town for the opening of her latest picture "Reno," made by Sono-Art.

"Along Came Youth," a Paramount picture, starring Buddy Rogers, and "The Yankee Don," with Richard Talmadge as producer and star, were previewed last night. Reviews will appear in the Reporter tomorrow.

Jolson In Person A Capitol Flop

New York—The entire show world is talking about the flop the Capitol took with Al Jolson in person. Al booked in for a weekly guarantee of $20,000, plus a cut after $80,000, with the house figured to do around $120,000. It showed up with a little over $70,000 for the week. All Broadway was stunned, but the wise boys shake their heads and say "Jolson is finished as an attraction. Three punk pictures did it."

The big business of the Street, considering everything, was done at the Winter Garden with Warner's Office Wife," which clicked to $41,500. The other good news hit was "Africa Speaks," knocking off $21,000 at the Globe.

The Paramount did $71,300 with "Her Wedding Night," The Roxy was low with $75,500 with "All Quiet on the Western Front." The Rialto was O. K. for the last week with "Animal Crackers" at $25,000. The Rivoli was low with last week of "Monte Carlo" at $17,000. "Bad Man" at the Strand was average with $33,500.

Of the run pictures, "Hells Angels" is still doing big at the Criterion and Gaiety with a combined gross of $39,250.

"Abraham Lincoln" is doing well with $18,000. "Big House" at the Astor is making money for MGM with $18,000 in the b. o.

•

Phila. In Slump With Poor Films

Philadelphia.—Business was bad in Philadelphia last week. True, the pictures were not of the season's best, but were of sufficient quality to beat the grosses they received. Exhibitors are worried and they should be.

The Mastbaum fared only so-so with "What a Widow," with a $42,500 take.

Fox, with "Anybody's War," just squeezed through with $25,700.

The Stanley showed Universal's "A Lady Surrenders" and smiled, due to last week's grief with "Dixiana." The house take was $19,000.

Keith's looks O. K. for Paramount. This week the attraction was "Animal Crackers" to the tune of $19,000.

The Stanton, with "Scarlet Pages," was much better than last week, with $17,000.

The Earle did not hit the normal stride with $18,000 on "The Squealer."

The second week of "The Girl of the Golden West" took a terrific dive with not better than $15,000 as against better than $25,000 for the previous week with the same attraction.

•

Publix Fight On Coast

New York.—Publix is strengthening its Pacific Coast houses in opposition to Fox West Coast by sending Horace Heidt and his band on a Western tour. Rudy Vallee may make the same trip.

FRIENDSHIP IS CANTOR'S PAY AS OLSEN CLUB STAR

Hard-boiled Hollywood will call it a gag. The amusement business in general will look for a catch, but those on the inside will tell you it is the greatest manifestation of friendship ever seen in show business.

Eddie Cantor has sidetracked a vaudeville contract that would have netted him $25,000 to go into the new George Olsen floor show as the star attraction, Cantor to receive nothing but the plaudits of his admirers for his work.

Believe it or not—that is the low-down.

Olsen and Cantor are buddies. Olsen refused to stand for the shake-down of a few politicians and revenue men. The result was that the police and Feds have been pulling nightly raids at his night club. They haven't been raiding the club itself, as there has not been a sale since it opened, but the patrons who like a little from the hip while having their laughs. Business went down to nothing in a very short while. Olsen could not pay off.

Cantor heard of this, wired George to get Louis Mosconi to rehearse a new floor show and said that he himself would open with the show and stay with it until the club could resist the intrusion of the political grafters.

Fox Undersea Shots To Be The Real Thing

Contrary to reports that Fox is relying much on trick shots to get the actual operations of submarine warfare, John Ford is now busy making arrangements to film the picture of "Seas Beneath" in its natural form on the high seas.

The studio has engaged a schooner of sufficient size to accomodate the entire technical crew and actors, which will serve as the base of operations in filming the undersea ships between San Pedro and the Catalina Islands. The troupe will be on the water location for more than six weeks.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the complete scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

METRO-GOLDWYN-MAYER

Measuring up to normalcy, Metro studio is about the only major plant that can boast of such a thing this week, with six feature productions in work and four in final preparation, ready to start within the next two weeks. Pictures that are in work now include:

"INSPIRATION"—From an original story by the staff writers, being directed by Clarence Brown, with Greta Garbo starring and Robert Montgomery opposite.

"THE SOUTHERNER"—From an original by Bess Meredyth and Wells Root is in its fifth week of shooting, with one more week to go. Harry Pollard is directing, with Lawrence Tibbett starring, supported by Esther Ralston, Hedda Hopper and H. B. Warner.

"THE GREAT MEADOW"—From novel of the same name by Maddox Roberts is in its third week of production, with four more to go. Charles Brabin, in addition to assisting on the continuity, is directing, with Eleanor Boardman, John Mack Brown, Lucille La Verne, William Bakewell and Gavin Gordon in the cast.

"WITHIN THE LAW"—From the stage play by Bayard Vieller, continuity by Lucien Hubbard and Charles MacArthur, is in its third week, with Joan Crawford, Robert Douglas, Purnell Pratt, William Bakewell and Marie Prevost in the cast.

"TRADER HORN"—From novel of same name by Ethelreda Lewis and adapted to the screen by Dale Van Every, John Thomas Neville, Richard Schayer and Cyril Hume, is now in its eighteenth month of production and no set date for its completion. Principal work is now being centered on adding dialog to the scenes procured in Africa. W. S. Van Dyke is directing, with Edwina Booth, Harry Carey and Duncan Renaldo in the featured cast.

"REDUCING"—Started rehearsals this week with Marie Dressler, Polly Moran and Anita Page in the cast. Charles Reisner is directing from an original story and continuity by the staff.

Pictures In Preparation

"THE SECRET SIX"—An original by Frances Marion, to be directed by George Hill with Marjorie Rambeau and Wallace Beery co-featured.

"DAYBREAK"—From the Arthur Schnitzer play, to star Ramon Novarro. No director or supporting cast assigned yet.

"BACHELOR FATHER"—From the stage play of same name by Charles Carpenter, to star Marion Davies. Robt. Leonard will direct. No cast selected.

Poor Business In Chicago Houses

Chicago—This town had one of its worst weeks of a long period of dullness. In the past, business was not good, but spotty. A good picture would do O. K. and a poor one very badly. But all the houses were punk this week, as is evidenced by these figures:

The Chicago went into the red with with $45,000 on "Good News." The Oriental is away off with $28,500 with "Scarlet Pages."

McVicker's slumped on the second leg of "Moby Dick" with but $24,000. This amount puts the house in the red by better than $5,000.

The Palace was not so bad at $17,000 with "Matrimonial Bed," but the figure shows little profit. The house has been doing worse.

The second week of "Monte Carlo" at the Roosevelt did not panic the house with $20,200.

The State Lake did a brodie with "Sinners Holiday," with a slow take of $18,000.

"What A Widow" did the greatest flop of the week with a small $13,500 as against $32,000 of last week. This in the United Artists Theatre.

"Africa Speaks" at the Woods slowed to a walk with $14,700. This is about $6,000 less than for the same attraction here last week.

"Abraham Lincoln" in the little Punch and Judy did fairly with $7,900.

At the Monroe, the house went below the average with "Little Accident" at $3,250.

•

All U. A. Employees Over $30 Are Cut

New York.—United Artists has issued an order for a ten per cent salary cut, affecting everyone who gets more than $30 a week. The company has also cut its overhead by reducing the size of the staff and by cutting the advertising budget in two. The cause of this action is said to be severe losses during the past year, added to a desire for economy in the home office.

The Office Workers Union is trying to protect the United Artists employees, but charges of double-crossing by members of the force have been made.

•

Flaherty Out of Red Star

New York—Pat Flaherty's resignation as head of Fox's Red Star Music Publishing company was accepted yesterday, after Jay Witmark, former general sales manager of M. Witmark and Sons, was engaged to replace him.

Flaherty gave no reason for resigning other than that he figured the music business was too dormant at this time and he needed a rest.

•

Lou Metzger to Columbia?

New York.—Lou Metzger, former general manager for Universal, is reported to have effected a connection with Columbia.

THE REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

The other evening, while most of the Gallagher family were gathered around the cradle of "Skeets," Jr., in rapt admiration, they were startled to hear strange sounds emanating from the floor below. Rushing downstairs to see what was causing all the noise, they found "Skeets," Sr.'s seventy-six year old dad doing a Buck and Wing!

●

As a result of trying to establish a precedent in refusing to give a press pre-showing of a picture in order to give all the local critics time to write their reviews, Fox studios absolutely refused to stage a press preview of "Big Trail." This resulted in many of the critics giving a slip-shod review in order to meet deadlines. Some gave little mention of the picture content, but devoted most of their writings to the celebrities that attended the opening and the way Mayor Rolph spoke.

●

George Melford, considered at one time to be one of the big league directors in the silent days, is now directing Spanish versions at Universal, with plenty of assistants and interpreters to advise him on the commercial accent.

●

Josh Binney, former promoter of a great idea that made the Cook Tours take a back seat, is now back in town planning to produce a GREAT Indian epic. Universal is about to release its serial, "The Indians Are Coming," but it is not expected that Josh will get his red men on the war path first.

●

Can this be LOVE? A tremendously successful young film star, who still is very much enamored of the husband of another, burned up the cables between here and Europe before his return to Hollywood. Among the wires she sent him was this one: "I love you, I love you—you may have that car if you want it." (!)

●

Ivan Petrovich, formerly Alice Terry's leading man, has left Europe for Hollywood, where he will appear in the French version of "The Boudoir Diplomat" for Universal.

MIDDLE WEST
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES

"TOP SPEED"
State Theatre

Cleveland Plain Dealer: If you aren't tired of musical comedy plots you'll find this pretty funny. Even if you are, you'll find Brown most amusing in this piece.

United Artists

Chicago Tribune: Quite a show. The piece, like a dachshund, is pretty long for its body, but color, sound, photography, scenery and staging are pleasing.

"THE OFFICE WIFE"
Chicago Theatre

Chicago Tribune: The story is cheap and trite, but expertly presented by people too good to be wasted on it.

"OLD ENGLISH"
Paramount Theatre

Detroit Free Press: Mr. Arliss gives a most interesting and illuminating performance. The screen can offer nothing finer than Arliss at his best and you have it in "Old English."

"HALF SHOT AT SUNRISE"
R-K-O Theatre

Detroit Free Press: The affair is one of those things best described as a riot. There's not a moment in the show when fun or entertainment is allowed to slow up.

"HEADS UP"
Fischer Theatre

Detroit Free Press: The Coast Guard steps before the camera and microphone, with Buddy Rogers to uphold the honor of the service.

"MAYBE IT'S LOVE"
Michigan Theatre

Detroit Free Press: Quite a bit of wholesome humor and a thrill here and there. It's a timely piece, coming as it does right at the beginning of the football season.

"LAST OF THE LONE WOLF"
Fox Theatre

Detroit Free Press: Forms a fitting climax to the life of the venturesome hero.

"THE SPOILERS"
Circle Theatre, Indianapolis

Indianapolis Star: Nothing particularly deft about it, yet there is for a great many an undeniable thrill in this sort of stuff.

"GIRL OF THE GOLDEN WEST"
Indiana Theatre

Indianapolis Star: Melodrama, pure and simple, and acted with such spirit and gusto that we found it capital entertainment.

Smith-Kenny-Raskob

(Continued from Page 1)

record one disc a week for the concern.

Every week or two the picture business has buzzed with the supposed entry of Smith-Kenny-Raskob. Rumors have piled upon rumors, and with everyone a denial. But this venture means more than a broadcasting service, especially in view of Raskob's known participation in a group that has taken the Warner financing in hand, and wherever Raskob goes, so go Al Smith and Bill Kenny.

Para. and Warners Little Pals Again

New York.—Sidney Kent, of Paramount, has just returned from Europe and will place the final O. K. on the resumption of mutual booking arrangements with Warner Brothers, thus clearing up a somewhat painful condition.

Paramount taught the Warners a little lesson by invading Philadelphia, Pittsburgh and other important spots.

Convicts from College

Despite the fact that more than 12,000 extras are registered at the Central Casting Bureau, Fox studios had to recruit 27 actors from the U. S. C. campus to play the parts of convicts in "Up the River," a laugh picture on prison life shortly to be released.

The Fox casters think that college boys make the best convicts when it comes to the point of satire.

PRODUCTION NOTES

Chris Martin, who did so well in "Billy the Kid," has been given a role in "The Passion Flower," which William deMille will direct at Metro.

●

Lloyd Ingraham has been added to the cast of "The Great Meadow," which Charles Brabin will direct at MGM.

●

Charlotte Merriam, Aggie Herring, Don Terry and Jack Kennedy added to cast of "De Woild Champion," Tiffany.

●

Bert Baldbridge assigned to make special process shots for "Aloha," now being produced by Al Rogell.

●

Benny Rubin has been signed by Louis Brock to star in the next of the Headliner series of two reel comedies, released through RKO.

●

Russell Hopton has been signed for the cast of "Remote Control" at Metro.

●

Pantages Tops Business

(Continued from Page 1)

ing done at the Chinese by "The Big Trail." The picture was not figured as a smash, but any estimate would have been better than the actual gross which will not show better $23,700. It is understood that the Fox crowd is going strong on exploitation for the coming weeks, with a ton of money going into the papers.

Business in other Los Angeles houses for the week is as follows: At the Carthay Circle for the ninth and last week, "Holiday" will turn over around $6,250. The second week of "Madam Satan" at the Criterion is fair at $14,500. Loew's State is big with "The Last of the Duanes" at $26,500. The Boulevard will better $5.750 with "All Quiet on the Western Front."

NOTICE TO THE TRADE
We now have in production at Tec-Art Studios a series of one-reel novelty subjects entitled
"NUTTY TRAVELOGS
or
THE ALLEGED ADVENTURES
of
LEMUEL DUCKWORTH"
Featuring RICHARD CARLE
Supported by Margaret Landis and Jackie Searl.
ALL RIGHTS FULLY PROTECTED
Bruce Mitchell
Tec-Art Studios, Hollywood, Calif.

The Hollywood Daily Reporter

Vol. I, No. 27. Price 5c — TODAY'S FILM NEWS TODAY — Thursday, October 9, 1930

SMITH--KENNY--RASKOB

TRADEVIEWS
by W. R. Wilkerson

In yesterday's paper we ran a story comparing the actual gross business done by "What A Widow" and "Whoopee" in two Broadway houses. The comparison might have surprised a few, but for the most part it was the same old news—"give us a picture with a big name in it and, even though it be poor entertainment, we will get more money than with a good picture without a name."

In the above instance the two houses had Gloria Swanson in a poor picture and Eddie Cantor in a fairly good attraction. This was Cantor's own stamping ground — Broadway. But the results speak and the gross showed that Swanson outdrew Cantor every day of the first four the pictures played.

•

The sooner producers get away from the idea that picture names are not required for their casts, the sooner business in the theatres will show the pep for which the whole industry is looking. Many poor pictures have been pushed out of the red by names, and equally as many good pictures have flopped because of the absence of a drawing name.

Patrons are attracted by personalities. If there is a big name on the marquee, the picture itself means little. They will flock in to see their favorites.

Since the advent of the talkies there has been little effort on the part of producers to develop personalities. And some of the big personalities they have on their contract lists are fast being killed off with poor pictures.

•

We heard one producer remark that his organization would be in favor of paying part of Paramount's negative cost if they would shelve each and every bad Bow picture they make. He figured that Bow, being the attraction she is and coming out in a bad picture, would hurt business to such an extent that the draw of his attractions would suffer as a result.

There's some logic to that remark.

Hays Seeks Power

New York. — The dictatorship of films all over the world and the extension of the influence of his organization to all countries is said to be the present aim of Will H. Hays.

Harry Cohn In Jam With Hays Office

New York—Maybe it's because he talks too much, but, anyway, Harry Cohn, of Columbia, has got himself in another jam—this time with the Hays office. Columbia joined the Hays group about two weeks ago and Cohn is reported to have said that "the Columbia boys can do what they please about the Hays membership,

(Continued on Page 4)

•

Bryan Foy Out of Warners

New York—It is understood that Bryan Foy has been let out of Warner Brothers, his option not having been taken up.

Latest Venture of This Trio Into The Amusement Field Has Show World And Wall Street Guessing

New York.—The significance of Al Smith, William Kenny and John J. Raskob joining hands for an amusement venture has all of Broadway, Wall Street and the entire show world wondering.

This trio is backing a radio venture in the Independent Disc Company. It will be a service of supply discs to broadcasting stations all over the country, with big names and unusual entertainment values.

Eddie Dowling, a friend and pet of the trio, is acting as contact man for the venture and is trying to line up all of the names from the stage and screen for a shot at the discs.

Jolson, after pulling one of the greatest flops known to show business, floored Eddie with a price of $4,500 a week and a 52-week contract, to

(Continued on Page 2)

Krueger & Toll Now In Pictures

Stockholm.—Krueger and Toll, the Swedish match people, and one of the outstanding business organizations of the world, have gone into the picture business in that they have agreed to finance the production of Swedish talkies for the Svenska Company.

Schenck Returns, Denies U. A. Sale

Joseph M. Schenck, who returned from New York last night, declared that U. A. is not involved in any merger or deal with any company or individual, and spiked the rumor that Hughes has bought into U. A. Said there will be no changes in U. A. Says prosperity is here and U. A. will make more pictures for next year's program, and all will be specials.

Schenck is enthusiastic over future of wide film ,and U. A.'s first wide film feature, "The Bat Whispers."

Says result of "City Lights" Chaplin's silent picture, will see a field for a certain amount of silents.

•

B. & K. Lease the Woods in Chicago for $140,000

Chicago—Balaban & Katz have leased the Woods Theatre for $140,000 a year, which is $5,000 more than R-K-O was paying. The R-K-O lease expires October 31, and the house will go into Publix straight picture policy.

•

Sound Accord Reached

New York—Clayton Sheehan says the Fox German newsreel is being shown in ninety percent of the 850 wired houses, proving that perfect accord has been reached in the interchange of American and German sound systems.

PANTAGES TOPS L. A. BUSINESS "BIG TRAIL" GOING TOUGH

Business in local houses this week had two big surprises. At the Pantages Hollywood, the house will show better than $24,500 for the week. Normal business for this house is around $17,000. The picture attraction was "Sea Gods," but that had little to do with the draw. The Beverly Hills "Hill Billies," local radio attraction, pulled them in. The boys are clicking in great style at a salary of $1,000 weekly.

The other surprise was business be-

(Continued on Page 2)

Fox-Loew Deal Is On; Schenck To Be Head

New York.—It is the general belief in motion picture circles here that the Fox-Loew amalgamation is advancing and that the deal will be completed within sixty days. It is understood that Nicholas Schenck will head the combined group.

William Fox may return, but not, it is said, if Schenck receives the assignment.

TEC-ART STUDIOS INC. OF CALIF. RCA PHOTOPHONE RECORDING

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the complete scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

PARAMOUNT STUDIOS

After working below normal for the past six weeks, Paramount promises to add five more features to its active list within the next week. These, in addition to the two features now in work, will give the company a total of seven and add new life to the studio insofar as giving actors, technicians and extras a new spur and an excuse for calling around to seek work.

The features now in work are:

"FIGHTING CARAVANS," which returned yesterday from a six weeks' location jaunt in the High Sierras, which, only a week ago, figured on the front pages of the dailies as being snowbound and in danger.

The picture is being made from a Zane Grey novel, adapted by Edward Paramore, Jr., Keene Thompson and Agnes Brand Leahy. It is being directed by Otto Brower and David Burton, with Gary Cooper, Lily Damita, Ernest Torrence and Tully Marshall in the cast. Production has been in work six weeks and has two more to go.

"RIGHT TO LOVE," taken from the Susan Glaspell novel, "Brook Evans," is now in its fourth week with two more to go. It was adapted to the screen by Zoe Akins, and is being directed by Richard Wallace, with Ruth Chatterton starring. Supporting cast has Paul Lukas, David Manners and Irving Pichel.

Pictures In Preparation

And ready to start within the next week:

UNTITLED JACK OAKIE, from an original story by Percy Heath, involving another chapter of the underworld with comedy, pathos and satire. So far, no one has been assigned to the cast but Oakie. Edward Sutherland will direct, from the screen treatment by Percy Heath and Joseph L. Mankiewicz.

"STAMPEDE," from the novel by Emerson Hough, adapted to the screen by William Slavens McNutt and Grover Jones, will be directed by Ted Sloman, with Richard Arlen starring. Aside from Fay Wray opposite, no other cast announced.

UNTITLED GEORGE BANCROFT, previously known as "Unfit to Print," will go into production with John Cromwell directing. Aside from Bancroft, Kay Francis and Regis Toomey so far selected for the supporting cast.

"NO LIMIT," formerly known as "Usherette," will be Clara Bow's next starring vehicle. Story from an idea by George Marion, Jr., with Viola Brothers Shore and Salisbury Field now writing the treatment. It will be directed by Frank Tuttle, with Stuart Erwin the only other member of cast so far selected.

UNTITLED WILLIAM POWELL picture taken from the Roy Octavus Cohen play, "Alias Mrs. Wallace." Screen play is being written by Bartlett Cormack and Louise Lang. William Powell will star, with Victor Schertzinger directing.

Zuro Scores "Her Man"

Josiah Zuro, musical director for Pathe, has completed the score to be synchronized for the foreign release of "Her Man." This is one of the films that Pathe will release in silent form for foreign countries.

Composer Turns Actor

Oscar Straus, the famous composer, has "gone Hollywood" and turned actor. He will play himself in "Seeing Language," a picture in German which Frank Reicher is directing for Metro.

Swanson Outdraws Cantor on Broadway

(Continued from Page 1)

we don't need the stars." Producers have said so, and distributors, too. The exhibitors have not been so vehement. On the contrary, these gentlemen who run theatres seem to know what their patrons want better than the motion picture producing and distributing heads. They have said: "Give us personalities and we will do the business."

On Broadway this week are two personalities in pictures; Eddie Cantor, one of the outstanding stage personalities and one of Broadway's pets at the Rivoli, and Gloria Swanson, one of the great figures of the screen, at the Rialto. "Whoopee," the Cantor picture, has been lauded by critics everywhere. "What a Widow," the Swanson film, has been almost as generally condemned.

And yet, in four days, the Swanson picture draws almost $5,000 more than the Cantor film. It would almost seem that, when the exhibitors howl for personalities, they mean picture personalities, not transferred stage stars.

Here are the figures, day by day:

	"What a Widow"	"Whoopee"
Friday	$ 8,200	$ 6,600
Saturday	11,000	9,900
Sunday	9,800	9,600
Monday	6,000	4,500
Total	$35,000	$30,600

New "Split Time"

East Orange, N. J.—The Palace Theatre is in a queer spot. One-half the house is in Orange, the other half in East Orange. The former permits Sunday shows, the latter prohibits them. Sunday the seats in Orange were filled, the other side empty. Even the screen is split between the two places. The courts will fix it up some time.

PRODUCTION NOTES

Ilka Chase, who has just returned from New York, has been added to the cast of "Once a Sinner," which Guthrie McClintic will direct for Fox.

•

Ruth Collier, Inc., has placed Ian MacLaren at Paramount in "North of 36." They also lined up Sally Eilers and Lucien Littlefield for parts in "Reducing" at M-G-M.

•

Stepin Fetchit, the negro comedian, has been signed for a role in "The Southerner," in which Lawrence Tibbett will star at M-G-M. Production will start as soon as Tibbett finishes "The New Moon."

•

Paul Ellis has been engaged by Metro for the cast of "Caballeros," a colortone novelty, featuring Benny Rubin. Rosita Ballestero was also added to the cast.

•

Robert Douglas, stage player, engaged to appear with Joan Crawford in "Within the Law," taking the role of Robert Montgomery, who is transferred to the Garbo picture.

•

Charlie Burr will distribute a Christmas fantasy, made by Neil McGuire, direct to theatres for Holiday playdates.

•

Frances Dee, Chicago university girl who was chosen from the extra ranks to be Maurice Chevalier's leading woman in "Playboy of Paris," has been signed to a new contract by Paramount.

•

Max Hart announces the addition of Louis John Bartels to the cast of Lawrence Tibbett's new production, "The Southerner," at MGM.

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9280
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD
1056 CAHUENGA AVE. GL 5118

United Artists In Row With Rialto

New York—United Artists and the management of the Rialto Theatre are in a battle over the reason for the poor sound projection at that house during the run of Gloria Swanson's "What a Widow." United Artists alleges it was due to the theatre equipment and the Rialto declares the recording was terrible.

Investigation has shown that the house equipment is all right and that every United Artists picture shown at the Rialto had the same trouble. A committee of ERPI engineers and Paramount and United Artists officials held a showdown test late last night at the Rialto to determine where the blame should lie.

•

Photocolor Corp. Will Build Plant

The Photocolor Corporation of New York is planning to build a plant in Hollywood, which will have a capacity of a million feet of film a week and will be in operation soon after Jan. 1.

F. E. Nemec, president of the company, which now has a large plant at Irvington, New York, is selecting a site, and building operations will start soon. His company, according to Mr. Nemec, has improved methods and is able to furnish either black and white or color print from the same negative. A. G. Waddingham is the inventor of the process.

•

Exhibs Fight Checkers

(Continued from Page 1)

checkers, not actually connected with the film companies, is a breach of the agreement and they propose to fight it out in the courts.

The crux of the whole dispute seems to be whether or not employees of companies hired to do this checking—said to be mainly operatives of the Burns Detective Agency—are, in a legal sense, representatives of the film companies.

The New Jersey organization has been put forward to make this fight, but every exhibitor in the country will anxiously watch its progress and be keenly interested in its outcome.

Est. 1922 L. A. Howland
INTERNATIONAL KINEMA RESEARCH
Research Photographic Insert Material
HE-8761 Hollywood Security Bldg.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

A certain loud-mouthed producer about Hollywood, known for his perfect 42, bought a yacht a year ago, only to find, after he had introduced the surprise buy to his wife, that it had belonged to her first husband. The wife didn't object, but it made her think of old and better times.

●

Two girls were talking on one of the independent lots about a third who had made a much greater place for herself in pictures than either of the talkers. They agreed that she was about their age, no better looking, and had no more qualifications for success.

"Well," said one. "Maybe it's age. She's as old as we are but she's so dumb she looks ten years younger."

●

A foreign director, who was Austrian until the talkies came into vogue, is now known as a Spanish director, with no mention of his previous nationality. What we've been trying to figger out is how this director will twist his pronounced Austrian tongue around Castilian lingo.

●

One producer in town is dodging the movie depression situation by shutting off his office phone and getting all his calls at his apartment. He pays $3.50 a month for unlimited service.

●

A well-known English character actor is now selling newspapers on Hollywood Boulevard, which shows that hard times are here again or yet.

●

Every once in a while a man's past jumps up and slaps him in the face. Cedric Gibbons, who recently married Dolores Del Rio, has just been sued for back alimony by his former wife.

●

Buddy Rogers and Claire Windsor are going places and seeing the sights of New York together. In connection with this pair, Hollywood recalls the great hair-pulling episode between Claire and a famous star, with Buddy as the prize of their combat.

NEW YORK CITY
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"LILIOM"
Stanley Theatre

N. Y. Times: Mordaunt Hall. Most compelling talking picture. The picture is, moreover, endowed with wonderfully interesting settings.

The Sun: John S. Cohen, Jr. As talkies go, rather intelligent, and at all times its production values are top notch. Has certain merit, although it isn't as good as it might be.

Herald-Tribune: Richard Watts, Jr. The film is entirely Miss Hobart's and it is she who makes it worth while. For one or two reasons, a disappointing film.

N. Y. Telegram: W. B. It is a generally dull, disappointing picture, in which all the charm, vitality and flavor of the original are missing.

"WHAT A WIDOW"
Rialto Theatre, N. Y. C.

N. Y. Telegram: W. B. Moderately entertaining slapstick comedy. For the most part a flimsy sketchy story. It does have its bright moments, largely because of Miss Swanson.

N. Y. World: Quinn Martin. An unmistakable bid for the basement trade. Disappointing and at times rather uncomfortably embarrassing and tedious movie.

Herald-Tribune: Richard Watts, Jr. A fatiguing attempt to add sound to a Mack Sennett comedy and combine it with the cinema's idea of a drawing room manner.

N. Y. Sun: John S. Cohen, Jr. Offers no more subtletly than that old master of the drawing room conte, Mack Sennett. A disappointment, for both the film and star are not up to scratch.

N. Y. Times: Mordaunt Hall. An unfortunate example of sound reproducing. It is more than slightly tedious.

"A LADY SURRENDERS"
Paramount Theatre, N. Y. C.

N. Y. Times: Mordaunt Hall. Smooth-running, well cast drama of domestic complications. Not too skillfully assembled and could be cut to advantage.

Herald-Tribune: M. Tazelaar. A sophisticated and adult comedy drama produced in the stage manner.

N. Y. World: Quinn Martin. It is the worst movie I have seen in five years. I don't see why they didn't open it in two theatres on Broadway at the same time.

Stuart Erwin Back

Stuart Erwin is back on the Paramount lot, after making personal appearances in the Paramount-Publix houses in Seattle and Portland. He gave them entertainment by putting on a dumb and frozen face act without make-up or impersonating any other act.

●

Rhoden Here

E. C. Rhoden, mid-western division manager for Fox, arrives in town today for a conference with Oscar Oldknow.

Grace Moore to Europe

Grace Moore leaves Hollywood next week for Europe, to be gone until December, at which time she will return to New York for operatic and concert wprk. Her next picture is scheduled for early Spring at M-G-M.

"Laughter," a Paramount picture made in the Astoria studios, was previewed at the Paramount studios last night. It will be reviewed in The Hollywood Reporter tomorrow morning.

James Rennie With Warner For 5 Years

James Rennie has made a new deal with Warner Brothers whereby he will act in both Warner and First National pictures for a period of five years without any optional reserves.

The actor may or may not be developed into top starring parts within that time, but, in any event, he will share feature billing in all his pictures during the term of this new contract. His first assignment will be "Broadminded," one of the first pictures to go into production at First National when it re-opens next January. The story will be directed by Clarence Badger, from an original by Humphrey Pearson, Henry McCarty and Edgar Allan Woolf.

●

Para. L. I. Studio To Close For 2 Weeks

New York—The Paramount Astoria studio will close for two weeks following the completion today of "The Royal Family."

When it re-opens it will start its increased 1931 production schedule, which will include from eighteen to twenty-four features.

●

Pictures Shown This Week in Other Cities

Chicago—"Whoopee," United Artists; "Office Wife," Chicago; "Three Faces East," Avalon; "A Lady Surrenders," Woods; "Anybody's Woman," Paradise, Uptown and Tivoli; "Moby Dick," McVickers; "Monte Carlo," Roosevelt; "Africa Speaks," State-Lake; "Let's Go Native," Oriental; "Santa Fe Trail," Palace.

Cleveland — "Numbered Men," Palace; "Dixiana," Keith's; "Half Shot at Sunrise," Hippodrome; "Madame Satan," Allen; "Top Speed," State; "Whoopee," Stillman; "Animal Crackers," Cameo and Park.

Indianapolis — "Liliom," Apollo; "Rain or Shine," Lyric; "Girl of the Golden West," Indiana; "The Spoilers," Circle; "Dough Boys," Palace.

Detroit—"Whoopee," United Artists; "Maybe It's Love," Michigan; "Heads Up," Fisher; "Old English," Paramount; "Madam Satan," State; "The Spoilers," Madison; "Manslaughter," Riviera; "Last of the Lone Wolf," Fox.

Toledo—"The Pay Off," Palace; "Half Shot at Sunrise," Rivoli; "Love in the Rough," Valentine; "Numbered Men," Pantheon; "Hot Curves," Temple; "Good Intentions," State; "Follow Thru," Paramount.

Kansas City—"Whoopee," Midland; "Follow Thru," Newman; "Half Shot at Sunrise," Mainstreet; "Common Clay," Plaza; "Swing High," Lindbergh.

Denver—"Monte Carlo," Paramount; "Office Wife," Aladdin; "On Your Back," America; "Call of the Flesh," Denver; "Good News," Rialto.

Wichita—"Moby Dick," Orpheum; "Holiday," Palace; "Dough Boys," Miller.

PAVING THE WAY

for a

GREATER INDEPENDENT SEASON

with

"TODAY"

A MAJESTIC PICTURE

Directed By William Nigh

Featuring Conrad Nagel—Catherine Dale Owen

RECORDED

ON RCA PHOTOPHONE

and

PRODUCED

AT

TEC-ART STUDIOS

INC. *of* CALIF.

5360 Melrose Avenue ~ Hollywood ~ GRanite 4141

THE Hollywood DAILY REPORTER

Vol. 1, No. 26. Price 5c — TODAY'S FILM NEWS TODAY — Wednesday, October 8, 1930

EXHIBS FIGHT CHECKERS

TRADEVIEWS
by W. R. Wilkerson

We are thinking about changing our slogan from "Today's Film News Today" to "Tomorrow's Film News Today." This is brought on by the fact that papers all over the country are copping our stuff for their head lines and extras.

Monday we ran a little squib in "Lowdown" that Herr Lubitsch and Hans Kraly had a little tiff. Yesterday morning and afternoon every Los Angeles paper either brought out an extra or carried the story in "war" type across the first page.

Papers throughout the country are lifting the Reporters exclusive stories, bag and baggage, for their columns. All of which is O. K. by us. But you readers ought to know by this time that if you want to know what is going on in pictures, you MUST read the Reporter and read it every day.

●

Big things are going to pop in this industry during the next sixty days. The names of some of our major companies are going to be changed. Todays executives will be in the discard and the whole motion picture map is going to be shifted so that you will hardly recognize it.

Stories have been written for the past three years about Wall Street coming in and running the business. They have wanted to do it and threatened to do it on many occasions, but were prevented by the earning statements laid on their desks. Now that all this news is coming to them in red, the gang is going to move out in droves—yes, we mean that and more.

The big "Street" has a lot of money tied up in the picture industry and will have to send more good money after the dollars that have been lost. They will—just that. They will have to, BUT they are not going to let some of our present executives spend it. No!—No!

One of our big companies is headed for the receiver's hands and that will be a banking group which has been laying by, waiting for just this condition to happen. After they get the company, they will throw it to another.

Yes, a lot of big things are coming.

New Jersey Theatre Owners Fire First Gun In Battle Against What They Call Unjust Demands of Producers

New York.—The opening gun in a tremendous, nation-wide fight by the exhibitors of the country against the insistence of the producers and distributors on sending outside checkers into the theatres was fired in New York yesterday.

The New Jersey Theatre owners met at the Dixie Hotel, with President Sidney Samuelson in the chair, and resolved that these checkers should not be permitted in their box-offices. They also engaged counsel to aid them in their battle against what they consider the unjust demands of the other side.

The contention of the New Jersey owners is that the introduction of outside checkers is a violation of their contract with the producers in that the contract specifies that only representatives of film companies with which the theatre is doing business shall be allowed to check the receipts. They insist that the use of outside

(Continued on Page 3)

Fox Puts Renting Up To The Mgrs.

New York—The Fox Theatres Corporation has instituted a new system by which all responsibility for the renting of commercial and residential portions of the Fox theatre buildings now rests on the shoulders of the house managers.

These managers must get tenants for the unoccupied space, and at prices set by Kempner, of the Fox real estate department.

●

Fox Wants Lew Ayres

Fox is now trying to borrow Lew Ayres from Universal to play the male lead in "Young Sinners." If pending engagements now in line at Universal for the young actor can be arranged, the deal will be consummated.

●

Davies Here Today

Marion Davies will arrive in Hollywood this afternoon and will start work on her new picture for Metro-Goldwyn-Mayer, "Bachelor Daddies," under the direction of Robert Leonard, next week.

Thanks, Mr. Cohn

The Hollywood Reporter has finally become important enough to be barred off the Columbia lot. Thanks, Mr. Cohn, for making this boast possible.

SWANSON FILM OUTDRAWS EDDIE CANTOR'S ON B'WAY

New York—In four days showing on Broadway:

Gloria Swanson, a picture star, in one of her poorest pictures—$35,000.

Eddie Cantor, a stage star, on his own Broadway in a good picture—$30,600.

For several years there has been a cry of "Away with the star system in pictures. Give us good pictures with good stories and good casts and

(Continued on Page 3)

Theatre Wins In Film Storage Case

New York—Judge McInnery has dismissed the test case brought by the City of New York against the Mecca Theatre for violation of the law which forbids the storage of more than 5000 feet of film in a theatre. The court ruled that the law was misinterpreted.

Nathan Burkan represented the Mecca Theatre and argued that it was impossible to operate any theatre with only five reels of film. The court upheld his contention.

●

Warners Buy "You and I"

New York—Warner Brothers have bought the film rights to "You and I," the Phillip Barry play which ran at the Belmont Theatre seven years ago.

Ill. Indies Can't Stop Zoning Plan

New York—The zoning plan is in effect in Chicago, it is reported, in spite of the opposition of the Illinois Independent Exhibitors.

Charlie Pettijohn, of the Hays office, asserts that any objections which Aaron Sapperstein, head of the independents, may have, can be referred to the Continuing Committee. This committee was named to pass on all complaints arising from the operation of the plan.

●

Harry Pollard On Tibbett Picture

Harry Pollard has been assigned the direction of the new Lawrence Tibbett picture, "The Southerner," to be made by Metro-Goldwyn-Mayer.

●

Craft to Direct "Seed"

After a two days vacation, in which he tried to outdo Cecil B. De Mille in a roving yachting expedition of the uncharted seas, William J. Craft returned to the Universal lot, where he is now engaged in preparing to direct "Seed," a story about birth control sans any trace of propaganda.

RAYMOND L. SCHROCK — SCREEN STORIES and DIALOG FOR "THE SHEPPER-NEWFOUNDER" Fox-Lee, McCoy "THE GREAT DAY" M-G-M

THE REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

The Chicago representative of a nationally known amusement paper was transferred to the New York office. The first day in town he wanted to make the big "impress" on the office crew so he corralled a stenog and dictated thusly:

"Mr. Adolph Zukor, Paramount. Dear Adolph: Have been transferred to the New York office and would like to have a chat with you in the near future etc., etc." This dictation ran the whole line of motion picture executives. Finally one of the office wags, yelled—"When you write to Jesus, give him my regards."

●

The marcel-waver to a Paramount star has gotten the studio gate. The reason being that love came to the hairdresser with such force, that the star couldn't stand the "standing-off" and asked to be rid of the molestation.

●

The dark and equally beautiful sister in a trio of which two have reached screen fame, was hard pressed some time ago. Requiring a new gown for a party one evening, she sent a hurried note to the then affluent member of the family, asking permission to borrow one of her frocks. She received this reply: "You know how I got mine—do the same." (!)

●

And Believe It or Not—After "The Big Parade," and up to the time that illness forced her temporary retirement the fan-mail received by Renee Adoree exceeded in quantity that of any other star's on the Metro lot—even Garbo's!

●

So convivial and successful was the Embassy party last Saturday night that Herman Mankiewicz, one of Hollywood's wits, was moved to look at his watch every lil while and remark: "In just five minutes it will be 1931!"

●

Democracy has become so pronounced on one of the studio lots where nearly every other employee is related to every other, that the higher up relatives are now speaking to their second cousins.

PARAMOUNT 'TOM SAWYER' IS JUST A GRAND PICTURE

"TOM SAWYER"
Paramount

Directed by.....John Cromwell
Screen Play by....Sam Mintz, Grover Jones and William Slavens McNutt
From the Story by.....Mark Twain
Photography by.....Charles Lang
Cast: Jackie Coogan, Junior Durkin, Mitzi Green, Clara Blandick, Tully Marshall, Ethel Wales, Mary Jane Irving, Dick Winslow.

A grand kid story. For kids of all ages to enjoy, laugh at, sympathize with and wish they were in the same boat. The little boys and girls will love it and the big boys and girls will go with them and love it even more—in fact, there is grave danger that the older children will crowd the youngsters out of the theatre. They'll have to bring back the morning shows to take care of all the kids and those that want to be kids again, if only for an hour.

They have taken all the highlights out of the original Mark Twain story and, to bring Jackie Coogan back, have fashioned a story for the screen that will live long in the affections of the public. There's the episode in the graveyard, when Tom Sawyer and Huckleberry Finn become unwilling witnesses to a murder. There's the time when Tom and Huck and the dude run away and spend a couple of days on an island and return to civilization in order to attend their own funeral services.

And there's the climax of the picture, wherein Tom and Becky, his sweetheart, become lost in the cave, and discover Injun Joe, (who escaped justice through a courtroom window when Tom revealed all). Injun Joe chases Tom all through the cave and finally dies a justly terrible death as he is about to lay his dirty hands on our Tom. Tom and Huck, meanwhile, have both found the long-lost buried treasure which Injun Joe was planning to make off with, and return home to resume the normal course of lickin's and forgivin's that are part of every boy's life.

It is hard to begin giving the bouquets for this picture, because everyone connected with it has such a big part in its success. We've given up trying to find just who does deserve the most credit and will start from the beginning and go on.

First of all the adaptation and dialog. The screen story is well-nigh perfect. It retains all the humor, joy and pathos that go to make up the trials and happiness of the young. The dialog is grand. Real kid talk, smooth, natural conversation that is always in keeping with the character, whether it be Tom and Huck talking, or Aunt Polly and the schoolmaster.

Then the direction. It has been done with the hand of a master—with sympathy for the old and young alike, and never a dull moment. And all through the picture the director has kept up the atmosphere of the lazy, sprawling little town in Missouri that lay in the sun and marvelled at the speed which could deliver a letter from the coast in three months.

And now we come to the actors, or rather, the living people of the story. Unfortunately, we were unable to catch all of the cast, and so we will refer to the characters in the story. Tom Sawyer, Huck Finn, Becky, Sidney and the dude are perfect. Born kids, if ever there were any. Even Sidney, who is the pest of the picture, makes himself lovable. Aunt Polly and the schoolmaster are great, and you envy them their worries and joys in the picture, even as you admire their perfect characterizations.

The photography adds a mighty share to the general perfection. The scenes of the two kids at night, stealing into the graveyard, are eerie and grand.

It's so good that, as you leave the theatre, you are already planning when to see it again, until they have time to get around to making your other favorites.

●

Plenty of Laughs In Hamilton Film

"MARRIAGE ROWS"
Educational

Directed by.....William Goodrich
Cameraman.....Dwight Warren
Cast: Lloyd Hamilton, Addie MacPhail, Al St. John, Edna Marion, Doris Deane.

Here are twenty minutes of good entertainment, whether you're a Hamilton fan or not. "Marriage Rows" is practically one laugh after another.

It's all about a jealous husband who arranges with his wife's ex-fiance to test her love for him, the wife, of course, overhearing the arrangements, the ex-fiance's equally jealous wife, and a maid who aids the wife in her plans.

Mr. Hamilton gets a chance to walk in his inimitable manner and, with the assistance of some really good lines, gives a great performance. Al St. John has a priceless giggle and is our idea of a comedian. Addie MacPhail looks prettier than we've ever seen her before and is more than adequate in her role of the wife who pretends to be in love with her former sweetheart.

It's an old story, but with the aid of some new gags, really funny dialogue and a good cast, Mr. Goodrich has turned out a swell comedy.

●

Esther Ralston Signed

Esther Ralston, who has been missing from the screen too long, has been signed up by Metro to play opposite Lawrence Tibbett in "The Southerner." H. B. Warner, Louis John Bartel and Hedda Hopper are also in the cast.

Boasberg Back Home

Six years ago Al Boasberg worked on the old FBO lot as staff writer for the Fred Thompson pictures. He returned to the same lot yesterday to join the R-K-O staff writers and was assigned to an office that used to be the stable of Silver King, the late western star's horse.

Business Good In Berlin Theatres

The movie theatres in Berlin have shown a decided improvement in business this past week. Three hits were registered. "Der Greifer" ("The Grasper") in its fourth week, and "Drei Von Der Tankstelle," ("Three from the Tankstelle") in its third, continued to do good business.

"Wie Werde Ich Reich Und Gluecklich," ("If I Were Rich and Lucky,") starring Georgia Lind and Hugo Schrader, two newcomers, produced by Tauberfilm and directed by Max Reichmann, proved to be an exceptional hit in its first week at the Capitol.

An American made film, "White Shadows," is making a big success with its sound accompaniment. Metro's "Hallelujah" was well received at a preview at the Mozartsaal theatre. Metro also previewed "Fleigendeflotte," ("Flying Pages") which was heartily approved, and "Dreimalhochzeit," ("Three Times Married")

In Hamburg, Dolly Haas, in "Macht Karriere," ("Dolly Makes a Career,") knocked the press for a loop. She is only seventeen years old. Next week Universal shows "All Quiet on the Western Front" and will preview "King of Jazz" at the UFA Palast.

PRODUCTION NOTES

Ynez Seabury will play the ingenue opposite Kane Richmond in "The Leather Pushers" series at Universal.

●

Fox is planning to do four foreign versions of "The Big Trail," in German, French, Spanish and Italian.

●

H. B. Warner will play the part of the father in Lawrence Tibbett's picture, "The Southerner."

●

Ted Holmes has placed David Durand, the child actor, with Fox for a part in "Network."

●

Ted Holmes, who has been in the motion picture industry for the past twenty years, is now associated with the Lynn Yost Agency.

●

Rebecca and Silton have placed Emma Dunn in "The Southerner" at MGM. They also lined up Jeannette Loff for four pictures at Tiffany.

●

Myrna Loy will appear in "The Prodigal" at Fox. Ruth Collier, Inc. placed her.

THE Hollywood DAILY REPORTER

Vol. 1, No. 25. Price 5c — TODAY'S FILM NEWS TODAY — Tuesday, October 7, 1930

NEW WARNER CONTROL

TRADEVIEW
by W. R. Wilkerson

Last night we were given the opportunity of viewing the first talkie ever made by Marlene Dietrich, the lady who was the subject of our Tradeview yesterday. This picture, made in Germany by Josef Von Sternberg for UFA, has convinced us that we were a bit hasty and harsh in our expressed thoughts immediately after seeing "Morocco"; too harsh in heaping condemnation upon the shoulders of an artist possessing the great qualities which are undoubtedly Miss Dietrich's—in that we accused her of imitation.

•

Certainly she resembles Greta Garbo—a too striking resemblance to make her first performance in the U. S. A. ("Morocco") critic-proof in that the Dietrich-Garbo angle will surely creep into print. But it was a bit unfair for us to obey the impulses prompted by this resemblance to the degree that we did, for Marlene Dietrich can stand on her own feet in this or any other country.

•

We realized after seeing "Blue Angel" that, with the proper material, the rise of Marlene Dietrich here should be meteoric. She has great beauty, personality and ability . . . but what is most important—a DISTINCT personality OF HER OWN. Though we think that it will take a second introduction to the American public definitely to establish this fact, there can be no denying that there is a tremendous following waiting for this girl who possesses so much talent, and a great amount of glamor, the rarest quality of all.

•

There is the same resemblance in "Blue Angel" that we found in "Morocco," and had we seen the former before the later; the thought of Paramount, Von Sternberg or Miss Dietrich herself, working in any manner to imitate the famous MGM star, would never have entered our head.

Raskob-DuPont Banking Group Takes Over Firm and 1st National--Warners Remain in Charge Three Years

The control of Warner Bros. Pictures and First National has passed from the hands of the Brothers Warner personally, according to authorized Wall Street information, and the organizations are now being financed and run by a banking group headed by John J. Raskob and the DuPonts. It is understood that Harry, Jack and Albert Warner have been signed by the bankers to continue in their present capacities for the next three years.

The Warner-First National group, headed by the Warners, found themselves in a difficult spot during the past six months, due to the serious depression in pictures throughout this and other countries, aided and abetted by purchases and commitments that required tremendous sums of money. With business

(Continued on Page 3)

Prosperity Week?

New York—This is Paramount Prosperity Week about which that company has been very enthusiastic for some time,

BUT

strange to say, Paramount has not a single picture showing on Broadway.

NATION-WIDE CHECK-UP ON EXHIBITORS IS ORGANIZED

New York.—In an effort to create some machinery by which differences may be adjusted between distributors and such exhibitors as are alleged to be breaking their contracts and being unfair otherwise, a bureau is to be established in every film center. Peter Lewis, from the headquarters of the

(Continued on Page 3)

Colleen Moore Wows 'Em In Play

Rochester — The question of whether or not picture stars will draw on the legitimate stage was answered here when Colleen Moore broke all existing box office records at the Lyceum Theatre for three performances.

Miss Moore is starring in "On the Loose" and played here Friday and Saturday nights and Saturday matinee. The play opened in Toronto last night for a week's run.

•

Al Kaufman Loses Mother

Mrs. Esther Kaufman, mother of Albert A. Kaufman, of Paramount, and mother-in-law of Adolph Zukor, died Sunday in New York. Her son was with her. The funeral services were held yesterday in Chicago.

•

Sonin Back With Metro

New York.—Carl Sonin has rejoined Metro and has sailed for Europe on a special assignment. He was formerly the Metro representative in the Argentine and was recently called to New York for the new post.

New Device Puts Sound Trucks Out

New York—A new recording device is being marketed by RCA which will eliminate the sound truck. It is light, compact and especially designed for newsreel and location work. Pathe is now trying it out.

The equipment embraces a Mitchell camera and a portable amplifier.

•

Sistrom Quits RKO

William Sistrom, for the past ten months associated with Radio as an associate producer, has resigned from that post by order of his physician. He will depart shortly for the East to undergo an operation.

•

"Up The River" Premiere

Fox's satire on prison life, "Up the River," is slated for a world premiere at the Criterion around Oct. 25.

Tashman Authors 4 Yarns For $6,000

Lilyan Tashman has just signed a contract with the Pictorial Review to do four stories for that publication for $6,000. The first will be in the October issue on the question of chorus girls. The second will treat of goldiggers, the third on clothes, and the fourth on Hollywood.

•

Kornheiser Deal On

New York—The Phil Kornheiser music publishing deal is on again after the proposition was called off three weeks ago with the decision of Edgar Leslie to go to England with Con Conrad.

•

Lee Sells Contract

Rowland V. Lee made a cash settlement with Paramount on his contract, which had several months yet to go. The director will join his wife in New York to produce a play on Broadway.

•

Sennett "Brevity" Done

The first of the new series of Mack Sennett "Brevities," called "The Bluffer," is completed at the Educational Studios. It is in color.

RALPH SPENCE ENJOYED WRITING DIALOG FOR "HALF SHOT AT SUNRISE" AS MUCH AS EXHIBITORS ENJOY PLAYING IT.

R.K.O. and U.A. In Big Booking Deal

New York—More than one million dollars is involved in a great booking deal between United Artists and R-K-O which is now being negotiated.

Approximately 29 Keith houses are already set for first runs with subsequent runs to follow. Negotiations are under way for showings in Publix houses in many situations.

Jules Levy, the R-K-O buyer, is due in New York today, returning from his tour to the Coast, and is expected to affix his signature to the agreement at once and to align the houses under the deal.

It is also anticipated that Mr. Levy, on his arrival here, will announce the acquisition of a new theatre chain for R-K-O.

•

N. Y. Printer Sues Fox For $225,000

New York—Al Fiegel, a printer, has brought suit against the Fox Metropolitan theatres for $225,000, alleging violation of contract.

Fiegel's story is that he contracted to furnish a certain number of small programmes for the theatres, he to have the advertising privilege on the programmes. Then came the expansion of the Screen Mirror, the Fox fan publication, into the Eastern territory. To permit Fiegel to solicit advertising for his programmes would conflict with the Mirror, so, Fiegel says, he found himself outside.

•

Radio's 250 First Runs

New York.—Radio Pictures will show 250 first runs, day and date, starting on October 24, of the Amos 'n' Andy picture, "Check and Double Check."

•

Warner Control Passes

(Continued from Page 1)

bad, this money was not forthcoming and the brothers had to seek outside financing to such an extent that they were forced to pass the control of their companies to the hands of others.

The three Warner brothers will never have to worry during a hard winter. The picture industry will never have to play any benefits for these boys, as they have plenty of that thing necessary to keep the wolf away from the door. It is common news they split thirty millions between themselves last year. And what happened the year before and the year before that is history.

This new wrinkle in the affairs of Warner-First National, will not in any way disturb the functioning of the organizations as they now exist. The companies will be benefitted by this twist in that all the Warner boys have to worry them with the new setup is the making, distribution and exhibition of good pictures. With the financial strain off their shoulders, both companies will profit to a great extent.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the complete scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

FOX STUDIOS

With 21 features of its 1930-31 program already completed and 27 more to make, Fox is somewhat below its average normal production level, with but three features in work and six in final preparation. Features in work include:

"LIGHTNIN' "—Starring Will Rogers, with Henry King directing, from script furnished by S. N. Behrman and Sonya Levien. Supporting cast has Louise Dresser, Joel McCrea, Helen Cohan. Picture has been in work six weeks with two more weeks needed to complete it.

"SHEPPER-NEWFOUNDER"—Now in its third week of production with Edmund Lowe, Leila Hyams and Tommy Clifford in the cast. Leo McCarey is directing from script by Raymond L. Schrock.

"NETWORK"—From the script by Ernest Pascal is now in its second week of production, with Berthold Viertel directing. Cast has Neil Hamilton, Kay Johnson.

Stories in Final Preparation

"SEAS BENEATH"—A submarine story from an original by Dudley Nichols and William Collier, Sr. It will be directed by John Ford, with George O'Brien, Marguerite Churchill, Warren Hymer, Mona Maris, Wm. Collier, Sr., David Rollins, John Loder and Henry Victor in the cast. Production will start within ten days.

"EAST LYNNE"—Now being adapted from the ancient stage play by Tom Barry and Bradley King. Frank Lloyd will direct, with Ann Harding, Clive Brook, Conrad Nagel and J. M. Kerrigan in the cast. Production to start around November 10.

"HOT NUMBERS"—An original musical comedy, by the Fox staff, will be directed by Seymour Felix, with Frank Albertson in the cast. To start within two weeks.

"ONCE A SINNER"—An original drama by George Middleton, will be directed by Guthrie McClintock with Dorothy Mackaill, John Halliday and Joel McCrea in cast. No starting date.

"MAN WHO CAME BACK"—From the stage play of same name is now in the final stages of preparation, with Maurine Watkins writing the treatment. Raoul Walsh will direct, with Charles Farrell, Janet Gaynor, Kenneth MacKenna, Ulricht Haupt and William Holden in cast.

"THREE GIRLS LOST"—A college campus story, by Robert D. Andrews, is being adapted for Sidney Lanfield to direct. No cast or starting date as yet.

Erpi. Arranges 3 Engineering Divs.

New York.—ERPI has arranged its engineering divisions into three separate departments—commercial, general and reproducing.

Vice-President Knox announces the new departments will have a staff of 750 field engineers to act as consulting and maintenance advisors.

•

Joseph Conrad's Niece a Paramount Writer

Paris—Aniela Zagorska, a niece of Joseph Conrad, did the dialogue for the Polish screen version of his "Victory," now in production at the Paramount Joinville studio. It is being directed by Richard Ordynski.

•

Bob Donaldson Quits

Bob Donaldson, agent at First National studios, resigned that post to devote his efforts to free lance writing of fiction. He recently sold a series of six air stories to Liberty.

Belmont Held Up By Lone Bandit

The Belmont Theatre, on Vermont avenue, was held up in broad daylight, at ten o'clock, yesterday morning by a lone bandit, who took all the available cash and escaped.

The man walked into the theatre, stuck a gun under the noses of the assistant manager and the janitor, tied them both up with wire and cleaned out the safe and the cash drawer. "Speed" Borch, the manager, came in while the robber was busy, and he too was stuck up and securely wired. There are conflicting reports about the amount of the loot. The house says $2,500, but the real figure seems to be around $800.

WRIGHT-O»»
Scripts, Plays, Parts Copied
• • • Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard • • •

Big Shake-Up In U. A. N. Y. Office

New York—There has been a serious shakeup in the United Artists office here, three executives and fifty office girls having been let out. The executives are Mary Rush, assistant treasurer; Sumner Taylor, the legal head; and Norris Wilcox.

Paul Berger, assistant to Al Lichtman, has been appointed Eastern District head, in charge of the territory from Portland, Maine, to New Orleans. Jack Schlafer will leave for the Coast next week on an important assignment.

•

Changes In Metro District Managers

New York.—Important changes made in Metro shift Sam Burger, the New York district manager, to Australia, where he will represent Arthur Loew. He leaves today for Hollywood and goes from there to Vancouver to sail for his new post.

Bill Scully succeeds him at the New York exchange, and Dave Leahy becomes the New Jersey manager.

•

Ufa Increases Program

Berlin.—Ufa has increased it current program to 36 features, 36 shorts and the Ufa weekly newsreel. Nine of the features are already completed.

•

Check Up Exhibitors

(Continued from Page 1)

movement in New York, is now organizing one in St. Louis.

The purpose of the movement is to check up on exhibitors who do not live up to the letter of their contracts. The fact that many theatres during the coming year will play films on a percentage basis has a good deal to do with the establishment of this new idea. Also it will act as a decided check on those exhibitors who have been "bicycling" film and using pictures for other purposes than in their own theatres.

In New York recently a large number of suits were filed against contract-breaking exhibitors. The great majority stepped up to the window and settled, and those who did not had the pleasure of having their receipts attached.

The "iron hand" thing worked so well in the New York district that it will be made national in its scope

NOTICE TO THE TRADE
We now have in production at Tec-Art Studios a series of one-reel novelty subjects entitled
"NUTTY TRAVELOGS
or
THE ALLEGED ADVENTURES
of
LEMUEL DUCKWORTH"
Featuring RICHARD CARLE
Supported by Margaret Landis and Jackie Searl.
ALL RIGHTS FULLY PROTECTED
Bruce Mitchell
Tec-Art Studios, Hollywood, Calif.

THE PAPER THAT'S QUOTED

THE HOLLYWOOD REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. J. A. Milligan, New York Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

"MOROCCO" WORK OF ART; "CAT CREEPS" IS CREEPY

THE LOWDOWN

Ernst Lubitsch and Hans Kraly, well known scenarist, came to blows on the dance floor of the Embassy Club Saturday night. Kraly was dancing with the former Mrs. Lubitsch at the time and the battle, which started with words, ended with fists. Kraly and his party were kindly but firmly asked to leave. It was the Embassy's first gala night of the season and in spite of the fracas, everyone agreed that it was one of the best and gayest parties ever held anywhere.

●

A former comedy star, whose indiscretions have caused him much notoriety, recently went on a "rampage" again. The other night, armed with a grievance and an axe, he went to the home of his sweetie, who, fortunately, was out, and demolished everything in the apartment. Not satisfied with hacking the furniture, he slashed her clothes too, and then proceeded to the garage—which, luckily for her, was empty. The neighbors called the police, but by the time they arrived the iconoclast had disappeared without leaving even a note of apology!

●

Al Jolson's flair for talking about "opposition" pictures at Warner openings was unintentionally equalled the other night at the opening of "The Big Trail," by none other than the popular Mayor Rolph of 'Frisco. In spite of the laughter in the audience, the Mayor, during his speech thanking the Fox organization and giving great praise to the spectacle he had just viewed, kept referring to the picture as "The Big Parade."

●

Someone in the downtown RCA office, called the Fox publicity office on the phone and asked for biographies of Harold B. Franklin and John Zanft. Wonder why?

●

A loud and persistent rumor is to the effect that Mack Sennett and Marjorie Beebe, young comedienne, will ankle up to the altar any minute now.

●

Winchell, in the New York Mirror, says Paramount should title its new Clara Bow picture, "Check and Rubber Check."

Critics Will Like It; Audiences--?

"MOROCCO"
Paramount

Directed by.....Josef von Sternberg
Starring.....Gary Cooper
From the play by.....Venno Vigny
Adaptation by.....Jules Furthman
Film Editor.....Sam Winston
Photography by.....Lee Garms
Supporting cast: Marlene Dietrich, Adolphe Menjou, Ulrich Haupt, Eve Southern, Juliette Compton, Francis McDonald, Albert Conti.

A picture that critics will rave over but that the public will be vague about. It is well acted, marvelously directed and superbly photographed but it is on a plane that producers have only half heartedly tried to make the public appreciate. It is discouraging to have to report we are afraid so fine a picture will mean very little at the box office except in highly restricted areas.

The actual story is unimportant and a repetition of its main facts would be totally misleading because of triteness. It is the characterizations that make the difference. It is the faithful adherence to these characterizations, the mature conception of them, the quietly intense pace at which the tale unfolds, and an intelligent refusal to allow any hokum to creep in, that make it an artistic triumph for von Sternberg. It is a triumph that can't help defeating the essential purpose of pictures—money-making—because there have been no concessions made to fan likes or dislikes. It is a story that could have had its setting anywhere, contains no comedy, very little action and makes its appeal to the intellectual rather than the emotional side of one's nature.

The picture is almost entirely given over to Marlene Dietrich, who gives a splendid, moving portrayal, more than slightly reminiscent of a favorite foreign star, about which more will be said later. Gary Cooper gives a performance that is so far superior to anything that he has ever done before, that it clinches the argument for those who claim that it takes only a good director to make a good actor.

Adolphe Menjou makes his first appearance on an American screen in almost two years, and it is more than good to see him again. He has lost none of his charm of manner, looks better than ever and proves again that he can always be relied upon to give an outstanding performance. The other roles in the picture are decidedly minor, but each one can be credited with having been splendidly done.

The camera work which Lee Garms has given to this picture is superb. His lighting effects are a joy and the shots he has secured of the Legionnaires marching through a latticed Moroccan street, are particularly worthy of note.

Heavy exploitation, which will build up the foreign legion angle, and Gary Cooper's following in the small towns will help. Also it is well to know that Menjou fans have not forgotten him. The big towns will be curious to see Marlene Dietrich. But though the production is altogether deserving of a big reception, and frankly, though we liked it enormously, just as frankly we are forced to state that exhibitors throughout the country will find it hard to sell to the great majority.

Sam and Dot

Broadway hears that Sam Katz, the head of Publix Theatres, and Dorothy Mackaill will do their matrimonial pledge before a minister just as soon as Katz's Paris divorce from Eleanor Maurice is made legal.

"AUNTS IN THE PANTS"
R-K-O

Produced by.....Louis Brock
Directed by.....Mark Sandrich
Story and Dialog by.....Mark Sandrich and Johnny Grey
Photography by.....Leo Tover
Film Editor.....Ted Cheesman
Featuring.....Walter Catlett

Very amusing two-reel comedy that has its moments of real hilarity. This is the first of a series of Headliner comedies and, if the rest are as good as the first, exhibitors would do well to have a look and book them, for this one will add considerable entertainment value to a program.

The story is a mixture of comedy and slapstick. It is about a maiden lady and her nephew who are given to making secret whoopee and who come to, to find themselves with a houseful of unwanted company that they cannot remember having invited in the night before—including a horse! The maiden lady's cousin arrives on the scene with a doctor to have her declared insane in order to cop the inheritance, and then the fun begins.

Most of the gags are very funny and the dialog keeps up a consistently good average. The title comes in when the nephew, Walter Catlett, is forced to don his Aunt's dress in order to escape recognition by a cop. Catlett makes himself sufficiently ridiculous and his supporting cast are all equally good. We would like to be able to give individual credit but the only one given screen recognition was Catlett and, while he deserves the featured role, it is good to know that he is not called upon to bear the entire burden of laughs.

It is obvious that everyone connected with the making of this picture did his share well, and they have turned out one of the best of the two-reel comedies.

Direction And Cast Excellent

"THE CAT CREEPS"
Universal

Directed by.....Rupert Julian
Play by.....John Willard
Scenario by.....Gladys Lehman
Dialog by.....William Hurlburt
Photographed by.....Hal Mohr
Cast: Helen Twelvetrees, Raymond Hackett, Blanche Frederici, Neil Hamilton, Lilyan Tashman, Blanche Patterson, Montague Love, Theodore von Eltz, Jean Hersholt and Lawrence Grant.

Having scored as one of the best mystery thrillers of both the stage and the silent screen, "The Cat and the Canary" has been dusted off, refurbished, retitled and made into a sound picture that promises to chill the blood of the most blase audiences. With a splendid cast carring out the suspense and drama with superb effect, the picture is due for a successful reception wherever shown.

In all essentials, the stage production has been closely adhered to by Rupert Julian, who directed. Natural sound effects, which have been caught with fidelity by the "mike," enhance those blood-curdling moments abounding in this old-time story dealing with the reading of an eccentric's will. The story still has a number of loose ends, but will keep audiences in constant suspense.

Helen Twelvetrees and Haymond Hackett are credited with the romantic leads, which they carry off in good fashion. Blanche Frederici comes next, because she helped to create a more direful atmosphere than anyone else, as the caretaker of the old manor house. Neil Hamilton represents humor and tragedy both, in his capable portrayal, while Lilyan Tashman lends the necessary spice and Blanche Patterson occasions moments of real humor. The rest of the cast, including Montague Love, Theodore von Eltz, Jean Hersholt and Lawrence Grant are notable for their convincing performances.

There is room among first honors for those behind the scenes too—including Hal Mohr, who lent color to the picture with trick shots; and the realistic sound effects, produced by C. Roy Hunter in the recording.

Probably four out of every five witnessing this picture will have seen it on the stage or in the silent version, but so simple is the old plot, that three out of those four won't remember who the guilty party is or recall just what it is all about. Consequently, they will be thrilled, will gasp and shudder anew, thus insuring the film an adequate reception at the box office.

●

Stuart Erwin is up north making personal appearances in Portland and Seattle for Paramount.

Fox Exchange Supervisor Here

E. H. Collins, Fox exchange supervisor ,arrived in Hollywood last night on the Chief. He will be here three weeks.

Since the advent of talkies, exchanges throughout the country have been trying to work out a system to better the condition of prints for exhibitors. Talkies made it impossible to exhibit patched up prints as was the case in the silent days. Every foot of the original print must come to even the smallest exhibitor intact, otherwise a bad show. The Collins Hollywood visit is to find ways and means to better this condition in the Fox exchanges.

He will start right in the studio and then following to the exchanges.

●

Double Edge Ticket for Edw. H. Griffith

E. H. Griffith, now under contract to Pathe as a director, has entered into a two-time deal between Fox and Pathe.

The arrangement as reported, will call for the director to make two more for Pathe, then move to the Fox lot for two and then back to Pathe.

●

New Manager of N. T. S. Company

New York—J. I. Roberts of Dallas, has been appointed manager of the National Theatre Supply Company, with headquarters in New York. Twenty-five employees from the Chicago office have been transferred to New York.

Hollywood Wants Yvonne Arnaud

London.—Some unnamed American motion picture producer has made "a huge offer" to Yvonne Arnaud to go to Hollywood. As it is understood that there is a plan to put her in a picture with Maurice Chevalier, it is probable that the "unnamed" company is Paramount.

Miss Arnaud, who has appeared in several of Tom Walls' pictures, is as emphatic a success on the screen as on the stage. Her latest picture is Frederick Lonsdale's "Canaries Sometimes Sing."

PRODUCTION NOTES

Hugh Trevor has been added to the cast of "The Queen's Husband," rehearsals of which start today at R-K-O, with Lowell Sherman directing.

●

"Trader Ginsburg" will be the next Broadway Headliner which Lou Brock will produce for Radio. Nat Carr will star.

●

Joseph Cawthorn has been signed for a role in "Kiki," in which Mary Pickford will star.

●

J. Grubb Alexander, of Warner Brothers' writing staff, has abandoned his vacation to negotiate for one assignment with another company, a privilege allowed him under his new contract.

●

Bradley King, scenarist, is to do a stage play with Gordon Edwards, stage director of "The Crimson Hour."

"Green Pastures"

Madeline Hurlock, former Mack Sennett star, and Marc Connelly, playwright, and author of the tremendous hit, "Green Pastures," current in New York, were married there Saturday morning. They left immediately for a honeymoon trip to Cuba. The romance began a year ago and gained momentum while both were in Europe a short while back.

Permit Asked For Balcony Smoking

Syracuse—Permission to smoke in the balconies of the big theatres here is being sought from the city authorities, the contention being that such permission will help fill the upstairs seats.

The city has ruled that smoking, if permitted, must be confined to fireproof buildings and that even such theatres must remove carpets and draperies.

●

China Boasts 233 Movie Houses

Washington—A Department of Commerce bulletin states that there are 233 motion picture houses in China with a combined seating capacity of 137,000.

Big Houses Fall For "Thrillers"

New York—C. A. Stimson, vice-president of the Big Four Film Exchange, returns from Europe this week, having closed a deal for the English distribution of all his company's talking Westerns.

This is another indication of the return of the "thriller" to the screen, mainly for the purpose of getting the kids back to the movies. "The Indians Are Coming" has been booked for first runs in 35 Fox Midwesco houses, the bookers evidently believing that the day of the serial has returned.

●

Filmarte Will Show Two-Language Film

The Filmarte Theatre, Hollywood, will offer an innovation the week of October 10, when it presents the UFA production, "Melody of the Heart," in English and German. The first performance will be the English talkie version and the second performance the German.

If the idea clicks the management may make the stunt a regular thing, offering various language talkies as film fare for the house.

●

M-G-M Retains Torrence

Ernest Torrence, who recently returned from a vacation in his native Scotland, has signed a new long-term contract with M-G-M.

"Big Street" Talks

(Continued from Page 1)

tory of the picture business for the past ten years reveals, it is only necessary to break forth with a spectacular picture once in five years to keep any worthwhile trade mark alive.

Figures presented to the banking group through this secret investigation shows clearly that the average good program pictures are taking care of the losses of the so-called specials. In other words, pictures costing in excess of a million dollars rate about two per cent in net profits, while the good program feature rates in excess of ten and twelve per cent. This, in the aggregate, reduces the company's earning power to a point where money could be placed in other channels where a large return on the investment could be realized.

As an example, through judicious selection of a story that was primarily selected for a program feature, one company produced a picture on a $250,000 budget, which later recovered the negative cost within ten weeks after it was released. All earned from the picture from then on will have to take care of several million-dollar specials turned out by the same company, which requires five times as long to run as the $250,000 picture before negative cost is recovered.

It is further pointed out by the bankers that the cost of exploiting a super-special is ten times greater than for the average program picture, which adds to the nut before a net profit can be realized.

It has been estimated during the past year that no less than 25 pictures costing in excess of $1,000,000 each, have been produced by the major studios on the coast. It will take at least two years for the majority of these specials to recover negative cost, while the balance of each company's program, in many cases, are expected to get out of the red within three months from the time of release. It is up to this end of the product to make up for the deficiency of the supers.

The bankers have summed up the situation in a short sentence. That is: if 90 per cent of the year's product can be made to show a profit, why make the remaining 10 per cent, made up of super-specials, destroy the earnings of the 90 per cent and put the company in the red?

●

Tom Mallinson, former actor and manager, has joined the Gould & Price agency as an associate.

RADIO KNOCK OUTS

paul sloane directed the cuckoos paul sloane directed half shot at sunrise paul sloane directed hearts in dixie paul sloane directed half shot at sunrise and how see box-office reports see more box-office reports for the cuckoos paul sloane directed hearts in dixie the critics raved and the public bought tickets at the box-office the box-office always tells the story yes indeedy paul sloane directed half shot at sunrise and paul sloane directed the cuckoos and don't forget that paul sloane directed half shot at sunrise and hearts in dixie and radio is proud of paul sloane and paul sloane is proud of radio because half shot at sunrise and the cuckoos are

RADIO KNOCK OUTS

The Hollywood Daily Reporter

Vol. 1, No. 24. Price 5c — TODAY'S FILM NEWS TODAY — Monday, October 6, 1930

"BIG STREET" TALKS

TRADEVIEWS
by W. R. Wilkerson

When we heard that Paramount had discovered "another Garbo," we assumed that someone had been found whose looks and personality fitted the type role in which Garbo has made such a suuccess. Instead, Marlene Dietrich, for her initial screen appearance, has been permitted to give an out-and-out imitation of Greta Garbo. Miss Dietrich's face has a Slavic cast and so they have attempted, through cosmetics, to make her look like Garbo's twin sister. They have dressed her the same—they have taught her to walk the same—they have made her use the same gestures and the same facial expressions.

●

And the pay-off came when Miss Dietrich was seen to leave the theatre, after the preview of "Morocco," dressed (evidently according to her P. A.'s instructions) in an exact replica of a costume that Garbo wore in "A Woman of Affairs."

We became so annoyed as the picture went on and the Garbo pattern became more pronounced, that we feared we might become unduly critical. Consequently, we made it a point to listen to the comments of those around us. We heard not one word of praise. Some were aghast at the audacity of such a stunt, and others suffered keenly from the disappointment of seeing nothing new and said quite audibly, "Why, she's just an imitation of Garbo!"

●

Every company harbors within itself every type of actor for every type of character; it must in order to make every type of story. But what is the advantage of giving the public an expert mimic as a star? There have been numerous imitators who have tried to split a well known star's public and have failed ignominiously.

Can Miss Dietrich really be herself and act, or must she perforce spend the rest of her movie career doing imitations? Certainly, on the strength of this one performance, no opportunity has been given to judge Miss Dietrich as to her own qualifications. We'd like to know the answer to the question of—What is to be gained by such an exhibit?

Under-Cover Survey Reveals The Million Dollar Super-Epics White Elephants: Bankers No Like

New York.—Determined to put the motion picture business on a more safe and sound business basis, the powers that be along The Street have reviewed the reports of secret investigators stationed for the past six months in Hollywood and in key cities of the country, with the result that they have issued a "must" ultimatum to producer heads to lay off the million dollar super productions and get down to a level where a fair return on their investment can be realized.

After producers countered with the money men that the big specials were needed to strengthen the prestige of their trade mark, it was partially agreed that they were necessary but should be used only when the popularity of the trade mark is dropping. Further than this, as the his-

(Continued on Page 3)

Warner Shorts

The great short interest in Warner Bros. stock is telling everyone around Wall Street that the next Warner statement will be the poorest ever shown by a picture company, due to the fact that the Warner bankers, looking for a coup, are putting all the bad news, commitments, etc., in this statement.

Also, the one coming around the first of the year will probably be the best because of washing out all the bad news in the one soon to arrive.

Non-Union Operators Are Organized in K. C.

Kansas City.—A move which may have far-reaching significance is the organization here of the non-union projectionists into an incorporated association. The reason given is lack of confidence on the part of the theatre managers in the projectionists' union.

The new organization is supplying trained operators at a mimimum salary of $40 a week for small houses, and apprentices may be had for $22.50.

"Ingagi" Print Confined

New York.—As a result of the plagiarism suit brought by Lady Constance Mackenzie, Federal Judge Coxe has issued a temporary injunction against Congo Pictures, Inc., and has ordered the print of "Ingagi" confined until the hearing.

●

Paramount Conferences

New York—Conferences on the Eastern production policy of Paramount are scheduled to begin on October 14 with the arrival from Hollywood of Schulberg, Jaffe and other West Coast executives. Adolph Zukor, Jesse Lasky and Sidney Kent will sit in.

EXHIBS UNANIMOUSLY TURN DOWN ILLINOIS ZONING PLAN

Chicago—At a meeting at the Hotel Stevens here, attended by practically every member, the Illinois Independent Exhibitors voted unanimously to reject the zoning plan as presented at the Congress Hotel meeting the previous week. In so doing, the exhibitors stood solidly behind

(Continued on Page 7)

Harry Rubin to Europe

New York—Harry Rubin, supervisor of projection in all Publix houses, has gone to Europe to make a survey of sound projection in all the European theatres of Publix. He will be gone three months and will make his headquarters at the Paramount studio at Joinville.

●

Major Porter Promoted

Major Porter, Portland division manager of Fox West Coast houses, has been promoted to assistant buyer under J. J. Sullivan, and will have headquarters in Los Angeles. Floyd Maxwell succeeds him in Portland.

●

New Fireproof Screen

New York—The Duponts are preparing to put out a new fireproof screen, made of fabricoid. It is said to have a high degree of reflection and permits easy cleaning and perforation.

Racketeers On Amos 'n' Andy

The greatest legal net ever thrown around an attraction in show business has been constructed by the National Broadcasting Company to protect its interests in the Amos 'n' Andy name. But with it all, the racketeers have been crashing in for quite a bit of dough.

A bright young fellow walked into Lee Marcus's office at RKO last week,

(Continued on Page 7)

Warners Form Stock Co.

New York—Warner Brothers are building a stock company for shorts production in the East. So far they have engaged Jack Norworth, Frank Orth, Ann Codee and Robert Ripley.

●

Big Shots Coming West

New York—Joseph M. Schenck, Joseph P. Kennedy, Al Jolson and Artie Stebbins are on their way to Hollywood.

●

Wide Screen for Publix

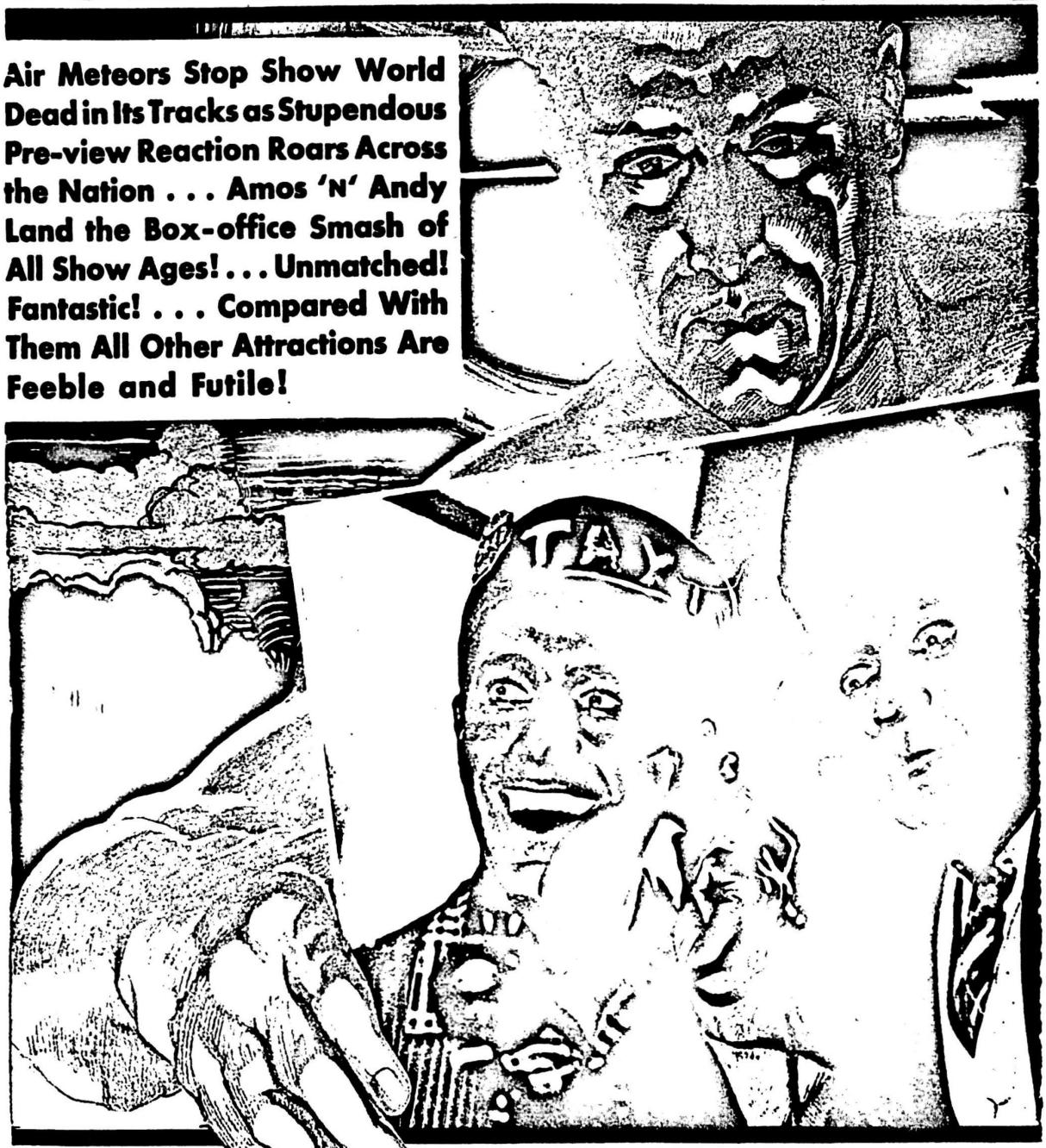
New York—It is announced that Dalite wide screens have been installed in 175 Publix theatres in New England and the Eastern territory.

JACK TOWNLEY ● ORIGINALS ● "DIVORCE AMONG FRIENDS" LATEST PRODUCTION (WARNER BROTHERS)

MIRACLE STARS OF MIR

FOR WORLD'S MIGHTIE

Air Meteors Stop Show World Dead in Its Tracks as Stupendous Pre-view Reaction Roars Across the Nation . . . Amos 'N' Andy Land the Box-office Smash of All Show Ages! . . . Unmatched! Fantastic! . . . Compared With Them All Other Attractions Are Feeble and Futile!



AMOS 'N' AN

AGLE CENTURY PRIMED

ST EXHIBITION SWEEP

DY

IN ALL TRUTH... IN ALL SINCERITY THE TITAN'S ANSWER TO THE SHOWMAN'S PRAYER . . . .

From out their empire of the sky... come these twin gods of the air . . . born of the wizardry of radio and genius of the talking screen!

Show history records nothing like them . . . certainly nothing to match their world-sweeping popularity . . . now to be registered in terrific volume at the box-offices of the nation.

"CHECK AND DOUBLE CHECK"

IRENE RICH · SUE CAROL

MEL BROWN PRODUCTION

STORY BY HARRY RUBY AND BERT KALMAR

NEW YORK CITY *and* SYRACUSE Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"THE BAD MAN"
Strand

N. Y. Graphic Julia Shawell	Doesn't reach its rich possibilities. Suffers from comparison.
Herald-Tribune: Richard Watts, Jr.	Moderately pleasant entertainment, even while it suffers from the inevitable effect of the screen's passion for repeating familiar stage plays.
N. Y. American: Regina Crewe	No better than a quite ordinary program picture. Just a program western.
Evening Post: Thornton Delehanty.	Gains in its racy flavor through this medium Thoroughly good entertainment.
Telegram: W. B.	It is a splendid, skillful, accomplished piece of work that Walter Huston does. The picture is a competent, moderately entertaining, if not distinctive version.
N. Y. Journal: Rose Pelswick	Slowly moving border yarn.

"WHOOPEE"
Rivoli

The Evening World: George Gerhard	Gorgeously beautiful, delightfully tuneful and excrutiatingly funny.
N. Y. Sun: John S. Cohen, Jr.	Extraordinarily tasteful transcription of the original. You get enough of what you want in every department.
N. Y. Post: Thornton Delehanty	Literal and uninspired transcription of the stage show that leans heavily on Eddie Cantor.
N. Y. Evening Journal: Rose Pelswick	One of the best screen musical comedies yet filmed. Combines the skillful technique of Mr. Goldwyn with the extravagant beauty which is synonymous with Mr. Ziegfeld.

"SCARLET PAGES"
Strand

Syracuse Journal:	No place to take the kiddies. Rather ugly story. Filled with highly melodramatic possibilities. Unfortunately they do not come off.
Post Standard:	The picture itself, is gripping in theme, building in interest to a climax. It is everything the thrill seeker could wish.
Herald:	The poise and charm of Elsie Ferguson saves the picture and renders it better than fair entertainment.

"LOVE IN THE ROUGH"
Loew's

Herald:	Two sweet kids in a simple story—nothing to criticize, some to condone and a little to praise.
American:	Despite its extreme lack of originality, it is so well photographed, so tuneful and so merry that it makes very pleasant diversion.
Post-Standard:	It isn't likely to be one of the 10 best of the season, but if you are looking for amusement, you'll find it worth your time and money.

Lanfield Back at Fox

Sidney Lanfield is back on the Fox lot after being farmed out to do one picture for Columbia. His next assignment for Fox will be "Three Lost Girls," a story based on life in a girl's college.

Star Now a Supervisor

After making several two reelers for Columbia, in which Eddie Buzzell has been the featured attraction, Harry Cohn has turned the supervision of these shorts over to the actor himself.

EUROPEAN FILM NOTES

Report received from Trade Commissioner George R. Canty of the Department of Commerce.

A new industry is growing up at Hayes, England, where the Vocalion Gramophone Company, now employs a large staff of men synchronizing films with discs. The films are delivered from the film studios and are played over in a special department of the "Broadcast" record studio. Already 50 gramophone versions have been made at Hayes for American and British firms. The factory is busy on nearly 30 films.

•

A movement against introductory titles in sound-films is afoot in Berlin. The "Dachorganisation," (association of Film Artists and Workers,) declares that the introductory titles must be abolished; because the public does not want them anymore in "talkies." The first film without any introductory titles was the Dreyfuss film, directed by Richard Oswald.

•

According to a message from Vienna, the negotiations between Tobis and Selenophon, which had been interrupted some time ago, were taken up again. It is confidently expected that these negotiations will reach a favorable result.

The Sascha Company, of Vienna, has made arrangements with the Berlin firm of Fellner and Somlo for combined production. The films produced are to be distributed by Sascha in Austrian territory and by the German firm in Germany. George Jacobi is in Vienna, where he will make a sound film of the successful comedy, "Money Lying in the Street," which has enjoyed a good stage run.

Reject Zoning Plan

(Continued from Page 1)

their president, Aaron Sapperstein, who, at the original meeting, refused to sign the zoning agreement.

The first meeting, at which the plan was presented, was attended by Charles Pettijohn and Gabe Hess, of the Hays office, all Chicago branch managers and all Publix officials and attorneys, in addition to the exhibitors. This meeting lasted three days, but Mr. Sapperstein attended only on the final day.

Apparently Mr. Pettijohn and others took it that his presence indicated his approval of the plan, even without his signature, but when Mr. Pettijohn returned to New York, he was met with the news that Sapperstein had wired all trade papers and the film board that he was against the plan.

At a second meeting, the Illinois exhibitors voted to sustain Sapperstein's position and a call was sent out for a third meeting. That was the meeting at which the plan was rejected, and a formal resolution passed approving the action of Sapperstein in condeming it.

Est. 1922 L. A. Howland
INTERNATIONAL KINEMA RESEARCH
Research Photographs Insert Material
HE-8761 Hollywood Security Bldg.

Costumers' Price War

With the inheritance of a healthy sized legacy, Alan Hazelton, head of the United Costumers, is out to give the costuming business a battle for supremacy and business.

The move has already created a price war in the costuming field, with Western Costumers, largest in the field, giving the smaller firms something to worry about.

•

Record for "Big House"

London.—"The Big House" at the Empire is doing the greatest business ever known for a picture in England. The receipts were over $72,000 last week.

•

Racketeers Busy

(Continued from Page 1)

presented a contract he had purchased from another party, and demanded he be given his choice on all the stills of this famous pair. The contract gave him the right to the commercial use of these photographs, to be used as he saw fit. He paid $500 for it. The signature binding the deal was a fictitious one, supposed to be in authority at RKO.

Another fellow showed up at the N. B. C. offices with a similar contract, but with the rights to use Amos 'n' Andy's photographs on lapel buttons.

The racketeering mob is reaping a harvest selling many different rights to this pair, but the ever-ready suckers soon find they have been bunked.

CORINNE
GOWNS and COSTUMES
CUSTOM MADE or RENTAL
1560 Vine Street
Tel. HE. 9288
Costumer to George Olsen Club and Sid Grauman's "Hell's Angels" Prologue.

NOTICE TO THE TRADE
We now have in production at Tec-Art Studios a series of one-reel novelty subjects entitled
"NUTTY TRAVELOGS"
or
THE ALLEGED ADVENTURES of LEMUEL BUCKWORTH"
Featuring RICHARD CARLE
Supported by Margaret Landis and Jackie Searl.
ALL RIGHTS FULLY PROTECTED
Bruce Mitchell
Tec-Art Studios, Hollywood, Calif.

A HELLUVA GOOD PICTURE ABOUT HEAVEN!

"OUTWARD BOUND" is the talking picture that has caused all the talking. Its amazing success at the Hollywood Theatre on Broadway is a forecast of the tremendous sensation it will cause from coast to coast.

The critics have used only superlatives to describe this remarkable picture. That the public shares the enthusiasm of these expert judges is reflected in the capacity crowds at every performance since the opening day.

"OUTWARD BOUND" is the something different so eagerly sought for by every exhibitor. Nothing quite like it has ever been seen on the screen before.

It is based on Sutton Vane's internationally celebrated play and was directed by Robert Milton. Its distinguished cast includes Leslie Howard, Douglas Fairbanks, Jr., Beryl Mercer, Dudley Digges, Alison Skipworth, Helen Chandler, Alec B. Francis and Montagu Love.

"OUTWARD BOUND"

Heavenly Picture of a Heavenly Hell!

NOTES ABOUT MUSIC

Music Must Stay

With the general run of motion picture producers on the coast resenting the term "musical" attached to pictures, a condition brought about by a careless and over-zealous drive in flooding the market with lightweight and operatic pictures, there is that feeling among all concerned in making pictures that a new treatment can be discovered where music and songs will become as important to a picture as the story material itself.

Almost every serious-minded director is striving for the solution that will make this possible. Romance, pathos and laughter are always enhanced by music fitting to the situation and as long as the theatre exists, the public will always appreciate that which is logically inserted in a piece of business, the same as they appreciate well placed dialog and action of the players.

The talk of screen musicals as being a dead issue for eternity is wild propaganda and does not hold true with theatrical history. The stage presented scores of weak musicals that barely lasted a week. As a result, propaganda spread the impression that the public was tired of musicals, yet on the trail of these flops, a smash hit would come along and squash this theory.

Two of the major causes that put screen musicals in its present unpopular spot was an over-production abetted by a production condition where every Tom, Dick and Harry was assigned to direct a musical without any previous experience along this line. Directors who had specialized in drama were entrusted with producing a lavish musical, which is about as absurd as a stage producer engaging Belasco to produce a stage musical.

●

Schwartz Record Debut

Art Schwartz, who in addition to holding down two important music executive positions on the Coast, manages to carry on his radio work as a tenor soloist and will never hesitate to accept an engagement if it means a plug for Witmark tunes.

He was prevailed upon last week to make a phonograph recording for Brunswick. It was agreed and he recorded "Tomorrow Is Another Day," with Hazel Wilbur accompanying on the piano. The record will be used for exploitation purposes throughout the country to draw customers into the Warner theatres. It is at present being used locally in the airplane broadcasting that flies over the city daily announcing the Warner theatre attractions.

●

Inadvertent Plug

Songwriters and pluggers are now using three little words to advantage when they want to express a beef on those among the trade who do not exactly agree with their viewpoint. "Three Little Words" is the title of the Kalmar and Ruby Song used in the Amos 'n' Andy picture.

Weems Reception

When Ted Weems makes his debut here next Thursday night at the Roosevelt Blossom Room, the "Playground of the Stars" will emerge in Fall dress, designed and executed by Jack Schultze, who also designed the interior for the George Olsen club. Jack, who is identified in picture circles as one of the best art directors in the business, is putting forth his best to make the Blossom Room one of the most outstanding in decorations on the Coast. Color scheme will be silver and black with the blossom theme predominating.

Twelve Best Sellers

Sheet music along the Pacific Coast for the week ending Oct. 4 shows the following numbers to be leading in their respective position of aggregate sales for the week.

"Little White Lies" (Pop) by Donaldson, Douglas and Gumble.
"Dancing With Tears" (Pop) by Witmark.
"Kiss Waltz," ("Dancing Sweeties," W. B.) by Witmark.
"Moonlight on the Colorado" (Pop) by Shapiro-Bernstein.
"Go Home and Tell Your Mother," ("Love in the Rough," M-G) by Robbins.
"River of Golden Dreams" (Pop) by Feist.
"It Seems To Be Spring" by Famous.
"When the Bloom Is On the Sage (Pop) by Preeman.
"Just A Little Closer" ("Remote Control," M-G-M) by Robbins.
"So Beats My Heart" (Pop) De Sylva, Brown and Henderson.
"I'm Yours" ("Leave It To Lester," Para.) by Famous.
"Swinging in a Hammock" (Pop) by Berlin.

White Replaces Burns

Billy White, solor tenor recently brought here by Gus Arnheim from Chicago, where he was the featured attraction in the Ted Fiorita band, has been assigned to replace Bobby Burns in the Arnheim vocal trio.

In addition to his work with the trio, Billy doubles up with solo work and is going over strong with the "Grove" patrons.

●

S-B Lands Show Tunes

Considering it to be one of the sweetest deals of the season, Shapiro-Bernstein landed publication rights to all the numbers now being used in Lew Leslie's "Blackbirds of 1930" stage revue. Musical is now playing in Boston and will hit Broadway around Oct. 15.

Pops Heaviest on Plugs

Out of the 200 or more new songs now on the current market clamoring for recognition, 33 have been selected by the group of music publishers on the coast as potential hits, and every effort is being made to familiarize the public with their contents. Of the 33 possible hits there are 19 popular tunes against 14 tunes classed as picture songs:

Red Star is plugging "Sing Song Girl," (Pop); "Song of the Big Trail," ("Big Trail," Fox), and "Under the Spell of Your Kiss" (Pop).

Leo Feist has "I'll Be Blue Just Thinking of You," (Pop); "What's the Use," (Pop), and "I Still Belong To You" ("Whoopee," U. A.).

Famous has "I'm Yours" from ("Leave It To Lester," Para.); "Always in All Ways," ("Monte Carlo," Para.), and "Peach of a Pair" from ("Follow Thru," Para.).

Irving Berlin has "Madamoiselle," "Just a Little While" and "Swinging in a Hammock," all pop tunes.

Witmark has "Tomorrow Is Another Day," ("Big Boy," W. B.), "Kiss Waltz," ("Dancing Sweeties," W. B.), and "Nobody Cares If I'm Blue" ("Bright Lights," F. N.).

Shapiro-Bernstein has "Loving You the Way I Do," (Show tune); "By All the Stars Above You," (Pop), and "Moonlight on the Colorado," (pop).

Donaldson, Douglas and Gumble has "My Baby Just Cares For Me," ("Whoopee," U. A.), "Sweet Jennie Lee," (Pop.), and "My Man From Caroline," (Pop.).

Remick has "If I Could Be With You," (Pop.), "I'm Needin' You," (Pop.), and "Wasting My Love On You," (Pop.).

Robbins has "Here Comes the Sun," (Pop.), "This Side of Paradise," (Pop.), and "Go Home and Tell Your Mother," ("Love in the Rough," M-G-M).

DeSylva, Brown and Henderson is putting all forces behind the "Just Imagine" tunes, including "I Am the Words, You Are the Melody," "Never Swat a Fly" and "Old Fashioned Girl."

Harms is doing all they can to put "Three Little Words," ("Check and Double Check," Radio), "Sing Something Simple," (Pop.), and "Body and Soul," (Pop.) over the hurdles and into the class of best sellers.

●

"Just Imagine" Being Trimmed

In the present process of eliminating and strengthening certain sequences in DeSylva, Brown and Henderson's latest picture, "Just Imagine" for Fox, the Monkey Dance number of this ultra modern musical has been yanked out by the tail and thrown in the ash can.

This number, staged as it was, would strengthen any of the previous musicals, but to the DeSylva, Brown and Henderson boys it is not good enough for their show.

Change Method Of Spotting Songs

Prompted by the general practice of eliminating songs in pictures, the Paramount studios has adopted a more thorough method of spotting what few songs are necessary to a picture.

In the event a number is written for a situation and they find later on in the final preview of the picture that the song doesn't quite fit, a new one is ordered and the players are called back for the retakes the same as if it were a poorly played scene. This practice eliminates the chances of a poorly spotted number and will do much in keeping the music side of pictures in the good graces of the public.

It will also help the songwriters because heretofore they were handicapped with a slip-shod method of injecting songs into a picture. Once a song was recorded, it stayed put. The producers couldn't see why they should go to all the expense of reshooting such a minor thing as a poorly played number. But now it's different and, with this same care, as already shown by Paramount, songs will gradually work back to a more important place in the making of screen entertainment.

●

Gov. Roosevelt's Talkie Campaign

Albany. — Governor Franklin D. Roosevelt, re-nominated by the Democratic State convention, will wage a talkie campaign in the hinterlands which he cannot reach in person. Four talkies have been produced to tell the Governor's record and to introduce Lt. Gov. Lehman and Comptroller Tremaine.

The films will tour by truck, equipped to show the films in the public squares if the town movie house is not wired for sound.

●

New Bernstein Comedies

New York—Jules Bernstein, who is now in New York, announces a series of six new comedy revues, entitled "Sunkist Kiddies." Dallas Fitzgerald will direct and the films will have RCA recording.

ART SCHWARTZ

Announcing

"Tomorrow Is Another Day"

From The

Music Center Of The World

HOLLYWOOD

PRODUCTION WILL JUMP DURING COMING WEEK

Good times have passed out of the theoretical stage into the practical insofar as studio production activity slated for next week is concerned. Studios, for the past three months, have been hovering around a total of 45 production units in work. Next week will see this total jump to 59, with 38 features and 21 shorts scheduled to be actually shooting.

In addition to this, six features will go into rehearsal, while 49 features will be in stages of final preparation, ready to go into work within the next month.

Radio, Metro, Universal and Columbia, as shown in the accompanying chart, will lead the list for activity, while Metropolitan will head the list in the leasing division and Darmour for the short subject group.

This production survey will be a weekly feature of the Reporter and will be published each Friday to show what may be expected in the way of activity for the following week.

WEEKLY PRODUCTION CHART

This table shows a summary of production activity at the various active picture studios in Hollywood, as reported by these studios to be in effect next week.

Name of Studio	Features in Actual Work	Shorts in Work	Total Units in Work	Features in Rehearsal	Features in Final Preparation
R-K-O	4	2	6	..	5
Metro	4	1	5	..	3
Universal	3	2	5	..	4
Fox	4	..	4	2	5
Pathe	2	2	4	1	4
Paramount	2	..	2	1	6
First National	2	..	2	2	4
United Artists	2	..	2	..	2
Columbia	4	1	5	..	3
Warners	..	..	..	..	..
Tiffany	2	1	3	..	1
LEASING STUDIOS					
Tec-Art	1	1	2	..	4
Metropolitan	3	3	6	..	5
National	1	..	1	..	2
Cinephone	2	2	4	..	1
SHORT SUBJECTS					
Darmour	1	2	3	..	..
Sennett	..	1	1	..	..
Roach	..	2	2	..	..
Educational	1	1	2	..	..
TOTALS	38	21	59	6	49

"Big Trail" Premiere

(Continued from Page 1)

theatre, whether they came on foot or motor.

There have been larger openings at this theatre, but none yet, that could compare to the distinguished list of patrons from all walks of life that attended this world premiere of "The Big Trail."

Mayor James Rolph, Gubernatorial candidate for California, received a great ovation from the thousands of sidewalk spectators as he stepped out of his car and walked up to the radio microphone in the foyer to say a few words. He was given a similar reception as he walked down the aisle of the theatre and it wasn't long before Sid Grauman spotted him and started a ten-minute session of handshaking.

The event was broadcast over the air from the foyer and, for the first time in the history of openings at this theatre, the program was not sponsored by some commercial account. Fox West Coast Theatres bought the time and had it all to themselves without the announcer cutting in with outside advertising.

With the house a complete sell-out several days before the opening, tickets were exchanged along the boulevard and in hotels for as high as $25 each, netting the sellers a $20 profit.

At the conclusion of the picture, members of the cast were introduced on the stage by Edmund Lowe, who also introduced the honored patron of the evening, Mayor Rolph.

The theatre was empty by 12:30, the program having started at nine sharp.

"Bud" Lollier to N. Y.

W. H. "Bud" Lollier, who has been in the publicity department of West Coast Theatres, left for New York last night on a special assignment. The nature of his new duties was not revealed.

●

Basquette At Night Club

New York.—It is announced that Lina Basquette is to present a dancing act at the Club Richman, opening October 15.

OHIO CENSORS RESCIND THEIR "BIG HOUSE" BAN

Columbus—After all, our old friend, General Public, still has a kick or two left in his system. His latest achievement along the kicking line was to force the Ohio censor board to rescind its ban on "The Big House," and the picture will be shown all over the state.

This delights the souls of the exhibitors, who saw an estimated $1,500,000 of the public's cash skipping their box offices. John J. Harwood, president of the Cleveland exhibitors, issued a hot broadside against the action of the censors, stating that there was no moral reason why the picture should not be shown and that morality was the only thing in which the censors were supposed to be interested.

Charges were made that the censor board was being used for political purposes, the state administration fearing that the showing of the picture would cause a renewal of the severe criticism which followed the fatal fire at the Columbus penitentiary.

However, the state and the censors reckoned without the force of public opinion.

Jersey Humor

New York—The city of Orange, New Jersey, has heeded the call of the movie fan and will okay Sunday shows. BUT—the city fathers also raised the cost of a theatre license from $150 a year to a $100 a week if it opens Sundays.

Just One Camera On Pathe Feature

Director Paul Stein has returned to pure motion picture technique in making "Sin Takes a Holiday," just one camera being used almost exclusively in photographing this Constance Bennett starring vehicle.

Instead of using several cameras to film action simultaneously from several angles, Mr. Stein insists on a separate set-up for each shot. He employs a mobile camera, mounted on a perambulator which follows the players about a set, or moves from a long shot to a close-up without a break in action.

PRODUCTION NOTES

Charlie Burr will produce a series of novelty dog subjects, acted entirely by dog actors, with dialogue dubbed in, similar to the dog series now being produced by Metro.

●

Robert Horner, producing Jack Perrin westerns for state right market, has selected as his second story, "Wild West Whoopee," and will cast Monday. Headquarters are at the Cinephone studios.

●

John Meehan, cameraman for Columbia, will work one hour every day for the next three months, photographing scenes for "Dirigible" at the old Keaton studios. All trick shots, but a sweet assignment.

●

Anthony Bushell added to "Queen's Husband," Radio; Niles Welch to "Reaching for the Moon," U. A., and Eddie Gribbon to "Half God" for Universal. All booked by the Dick Polimer office.

●

The Howard Hughes office has renewed contract options on Tony Gaudio, Harry Zech and Elmer Dyer, the three cameramen who worked on "Hell's Angels."

●

John Loder has been added to the cast of "The Seas Beneath" at Fox. Ruth Collier, Inc., placed him.

●

John Halliday and Lilyan Tashman were placed in the cast of "Millie" by Selznick and Joyce office.

Erpi on Toes

(Continued from Page 1)

Inc. is prepared for this great and ever-increasing demand, and will enter the producing field of educational, industrial and religious pictures on a large scale."

Inquiry at the local ERPI offices as to whether any information as to present plans could be given was met with the reply from Pat Campbell, head of the educational department here, that he had no details at hand, but that he was positive from events that have been transpiring for some months that the beginning of the new activity is close at hand.

●

TRADEVIEWS

(Continued from Page 1)

for the sake of the entertainment offered by their favorite two-reel comedians, than for the feature attraction. It is no novelty to see them conspicuously advertised on the theatre marquees along with, and sometimes above, the name of the feature. So it becomes more and more astonishing that these same two-reel favorites should be shoved into feature length pictures that are unsuitable and risk the loss of their hard won public—not because THEIR work is slipping, but because they haven't been given the right kind of new material with which to keep up the necessary pace to amuse for five or six reels.

●

King Vidor Not Ill

Eleanor Boardman yesterday denied the rumors that her husband, King Vidor, is seriously ill. He is on a yacht bound from New York to Florida, she says, and is perfectly well.

●

¶Nine important studio executives❖ already have expressed their interest in my letter--by 'phone and speedily-mailed replies.

¶We start today to interview these men.

¶We hope to hear this week from the other recipients of my letter, so that we may discover where his addition to the studio personnel will achieve the greatest mutual benefit.

S. S.

❖ Representing four major studios.

THE Hollywood REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

Two ex-directors of considerable prominence, formerly, and four players who had been featured to the extent of getting their names in electric lights were counted among the several hundred extras working on a "Cimarron" set at R-K-O studio one day this week. Each was working for $7.50 a day.

Among the extras working in Herbert Brenon's "Beau Ideal" during the company's stay on Sonora Desert were a former serial star, a one-time art director of a major film company, and a newspaper man of considerable prominence not so long ago.

•

A famous young film star, renowned for her beauty, grace and fortune, is rapidly acquiring a less laudable reputation as a borrower of husbands—the kind who are still attached. She used to pick 'em at random, and lately, probably acting on the theory that if one dresses expensively one can act cheap, she used her charms on the husband of one of her "best friends." P. S. The girls are no longer speaking—that is, to each other!

•

Determined to defeat the Daylight Savings bill in Southern California, which comes up in the November election, many of the studios are issuing personal letters and installing bulletins in the studio to vote "No." This is in support of the theatre operator's movement against the bill.

•

Traffic on Vermont in front of the Belmont Theatre was tied up for twenty minutes the other evening after the preview of "Billy the Kid," while Johnny Mack Brown, sideburns and all, signed autographs—out in the middle of the street!

•

A local producer is offering $50 for an original story, dialogue and theme song. Must be a rip-snorting yarn of the wide open spaces he says, and something "different."

FOX'S "BIG TRAIL" CLICKS AS SPECTACULAR EPIC

"THE BIG TRAIL"
Fox

Directed by.....Raoul Walsh
Story by.....Hal G. Evarts
Dialog by.....Jack Peabody,
Marie Boyle and Florence Postal
Photographers: Dave Ragin, Sol Halprin and Curt Fetters.
Cast: John Wayne, Marguerite Churchill, El Brendel, Tully Marshall, Tyrone Power, David Rollins, Frederick Burton, Charles Stevens, Russ Powell, Ian Keith, Louise Carver, William V. Mong, Dodo Newton, Ward Bond, Marcia Harris, Marjorie Leet, Emslie Emerson and Helen Parrish.

Dedicated to those daring, hardy souls—the American Pioneers, who fought and died and won the West—leaving us the heritage of Liberty, Peace and Happiness: is precisely what this film portrays with its vivid depiction of hardships. It lifts one from the present era of life, and takes you back to the pioneer days with such force, that you forget at times you are sitting in a theatre, but as a spectator on the side-lines of the long trail that begins on the banks of the Missouri and goes on through territory that no white man had ever trod before.

The scope of the picture, with its sweep of historical data involved, makes one forget to look for a connected story so generally expected in the every-day motion picture. It is true, there is a story in this epic, but because of the many details involved in amassing and moving the great army of pathfinders, one loses track of it without any loss of appreciation for what is being unfolded.

The picture is too big to pick any fault with the handling of the actors or with minor technical flaws. There are many, if one wants to be analytically critical, but in a picture of this size, such trifles can be overlooked when the general structure of the picture is predominated with clean, impressive entertainment.

It is true, the picture might prove draggy in spots to some, while others will become so absorbed with the spectacle that each new scene adds further interest. The latter class of audience will predominate.

The picture, in its present size, runs two hours and ten minutes, however, it can stand trimming to an hour and forty-five minutes for theatres where a bigger turnover is in order. For road-show purposes it can hold up well in its present size.

Beauty of scenes would suffer much if recorded on the 35mm film. ..As it is now, the use of grandeur makes each frame stand out like a painting, yet the beauty of the photography does not detract from the action.

Highlights of the action that furnishes thrill upon thrill, starts with the gathering of the pioneer wagons. This is followed up with the train of wagons, horses and cattle crossing a river and being caught in the rapids. A buffalo stampede. Crossing the desert, where many are forced to drop out for the want of water, the spectacular lowering of the wagons, men, women and children and the cattle down a 500 foot precipice to follow the trail. After this is all over, one wonders if there could be any more thrills, only to find that after the pioneers are again on their way a tribe of several thousand Indians come charging from a distance.

Here we see a nice piece of primitive war stategy employed, whereby the whites are victorious. Then nearing the end, the train hits a mud hole of no small size. In trying to untangle from this mess, a thunder storm of the natural variety, comes down upon them. It is not long until they are out of the marsh country and into the snowlands where mutiny is attempted in a blinding snow storm. This is soon overcome and the few that are left are rewarded by finally arriving at their destination.

The cast is headed by John Wayne, a newcomer, who does excellent work for his initial effort before the camera. Second to this comes Marguerite Churchill, a much more seasoned player, that acts the part as though she was living it.

Comedy element throughout and spotted just at the right time, is well executed by El Brendel. Tully Marshall gives a great performance as the sympathetic old character, and Tyrone Power is heard of often. Charles Stevens acts to good advantage as the half-breed menace, while the real white menace of the picture centers around Ian Keith, who gets mixed up with the pioneer element and insists on using drawing room dialect. Louise Carver has a hard part as the mother-in-law and could have played it better if she had restrained a little from over-acting. Frederick Burton, as Pa Bascom, like the majority of the rest of the cast, was picked to suit the type and measured fairly well.

In conclusion, the picture in its entirety, is a directorial achievement. If Walsh doesn't make another picture, he will be remembered for years to come in bringing to the screen a pictorial narrative of early American history that will make further history in the annals of motion pictures.

Fox has plenty tied up in this production and no doubt will show a profit in time to come. It is BOX OFFICE with capital B. O.

•

Frank McGlynn, who won success as Abraham Lincoln in the Drinkwater play, is to play Daniel Boone in Metro's "The Great Meadow."

The "90-10" Club

A group of smart-cracking chiselers who parade about town as prosperous film producers are now organizing a 90-10 club. Those who can't pocket 90 cents out of every dollar promoted are inelegible to join.

Business Better In Up-State N. Y.

New York—Theatrical business upstate has taken a definite turn for the better. Grosses which were off for the first seven months of the year, are coming back to normal figures, and the situation has a "healthy" aspect. That is the way Harry Goldberg, Western New York division manager for Fox Metropolitan Theatres, summarizes present conditions.

"The box office slump began to fade the first part of August, and since then there has been a steady growth in patronage," Mr. Goldberg says. "Today, the outlook is bright, and with better pictures on the way, business during the Fall and Winter should approximate its old level."

•

London Laughs At "B" On Hollywood

London—"Hollywood," the sketch that Beatrice Lillie is presenting at the new Cambridge Theatre, is the big laugh of London just now. Miss Lillie, just back from the picture capital, introduces the first scene as "Hollywood as it is supposed to be." This represents a Hollywood of cocktails, jazz and other extravagances.

The curtain falls and then the star introduces "Hollywood as it really is." The stage presents exactly the same spectacle, except that the scene of revelry has now become a veritable orgy. London audiences like it because it seems to prove that their ideas of Hollywood are correct.

•

Sneaking 'em in As B. O. Attractions

As an experiment to find out how the paying customers take advertising shorts as part of the film program, Warners Hollywood Theatre is showing a Curtis Aeroplane factory talkie produced by Visugraph, a company that gives advertising films to theatres gratis, in some instances paying to have them shown.

•

Screen Mirror Booms

Some months ago the Screen Mirror, which is run by Frank Whitbeck, publicity director for West Coast, and Eddy Eckels, decided to become a national publication. Its circulation in the west, which was then 15,000, has mounted to 150,000.

•

New Sound Apparatus

H. M. Horkheimer, former owner of Balboa studios, and film producer, is sponsoring a new indie sound-recording apparatus, called "Exceltone," which he claims has "clicked."

•

Henry King at Fox

Henry King, former director for Inspiration, has been engaged by Fox to direct "The Spider," which will go into production shortly with Warner Baxter starring.

THE Hollywood DAILY REPORTER

Vol. 1, No. 23. Price 5c — TODAY'S FILM NEWS TODAY — Friday, October 3, 1930

ERPI. IS ON ITS TOES

TRADEVIEWS
by W. R. Wilkerson

It seems to us that before putting comedians that have wowed 'em in two-reelers into feature length comedies, producers should take time out carefully to consider the advisability of such a step. There are several questions that ought to be answered before the break is made, and unless the answers are 100 percent. satisfactory, it seems ridiculous to take the chance of losing their following by the too often poor results obtained.

The success of comedians depends greatly on the spontaneity of their antics and, in most instances, the let-down from two reels of uproarious laughter to five or more reels of intermittent amusement is too great; the spontaneous note is gone and so are the cash customers.

This is particularly true of comics whose greatest attraction lies in their ability to put over stuff through pantomime; those who have developed distinctive personalities by means of facial expression and body movements, rather than through fast and funny vocalizing, as in contrast to those who register their best laughs through the medium of lines and songs.

These quiet comedians need less of dialog and more of good stories and new gags than anything else in order to put it over in features. Unless they are given the best of these, it is impossible for them to carry more than a small part of the picture, (as comic relief) and have that picture be a success, for the simple reason that a little of their familiar antics goes a long way—too long for more than two reels.

It is especially difficult to get stories that will bear the burden, but it has been proved, (in the case of a well known comedian, who felt that he had become great enough to step out and become a feature star) that unless the story is there and unless that story FITS THE TYPE, the production is just so much time and money wasted.

There are plenty of people today, who will walk into a theatre more

(Continued on Page 3)

President Otterson Declares Company Will Produce Educational, Industrial and Religious Talkies On A Big Scale

New York.—Elaborate and far-reaching plans for increased production by the Electrical Research Products, Inc., were outlined by J. E. Otterson, president of the company, at a luncheon given in the ERPI offices. The guests at the luncheon were the presidents of the companies affiliated with the American T. & T. Company.

Mr. Otterson stated that the business of making industrial pictures is going to show remarkable activity within a short time, and that the same holds true of educational films.

"There are two million schools and churches ready right now for talking picture apparatus," he said, "and installations will be made just as rapidly as possible.

"The Electrical Research Products

(Continued on Page 3)

"Queer People"

Portland, Me.—Howard Hughes, on vacation, told newspaper men here that his next production will be "Queer People" instead of "Front Page," as announced. He intends to cash in on the book's popularity.

FOX'S "BIG TRAIL" AT CHINESE SETS RECORD FOR PREMIERES

Opening of Fox's "Big Trail" at the Chinese last night was almost as spectacular as the picture itself, in that it established a precedent for the handling of the mobs who started collecting around the foyer of the theatre at sundown. To combat the terrific crowds that accumulated up to the time of the arrivals, a system of patrol patterned somewhat after that used in New York, was employed.

No time was lost in getting the pay customers to the entrance of the

(Continued on Page 3)

India Producer Coming Here Seeking Talent

New York—Ferenc Madan who, with his brothers, practically controls the motion picture industry in India, is leaving for Hollywood in about ten days. The object of his visit is to engage a director, a cameraman, and a leading man and leading woman for a series of talking pictures to be made in India in English.

•

Montreal Strike Off

Montreal—The Montreal theatre managers and the musicians have agreed on terms and the threatened strike is off. The new contract calls for an increase in the wages of the musicians, but it is noteworthy that there is a clause in the contract which permits its cancellation on four weeks notice by either party.

•

Para. Wants Ingenue

"Confessions of a Co-ed," an original story by Sam Spewack, has been acquired by Paramount. The company is now looking for a suitable ingenue to play the co-ed part of the story opposite Phillip Holmes, who will have the male lead.

June McCloy For Para.

Picking them while they are hot seems to be the order in the Paramount search for prospective screen talent. The latest addition to its contract players is that of June McCloy, now playing a part in "Reaching for the Moon" at United Artists.

Paramount scouts, not too willing to reveal how they were convinced of the girl's work when she has done nothing but rehearse for the Irving Berlin picture, will only say the girl is an ingenue bet and too good to lose.

•

R-K-O Puts in Wide Film

Chicago—The R-K-O houses in Chicago and fourteen other cities are being equipped with the wide film apparatus. The Spoor-Berggren type is being installed.

Pathe To Produce Non-Talking Films

Convinced that citizens of non-English speaking countries prefer to see their favorite stars in silent pictures rather than in talkies, Pathe has completed plans to make such versions of their productions and put them out with synchronized music scores and sound accompaniment.

The Pathe heads believe that the new and unfamiliar personalities on the talking screen cannot take the places of the established favorites of the silent days.

•

Universal to Make "Seed"

The problem of birth control will be brought to the screen shortly by Universal by its acquisition of the Charles G. Norris novel, titled "Seed."

It will be far from what might be considered a propaganda story, but will portray a human interest side of every day life as it affects the parents of a large family in contrast to parents with one or two children.

•

Ramon Novarro Sued

Frank F. Hansen is suing Ramon Novarro and his chauffeur for $50,000, alleging that his small car was run down and wrecked by the actor's large one two weeks ago.

BOLESLAVSKY

The Hollywood Daily Reporter

Vol. 1, No. 22. Price 5c — TODAY'S FILM NEWS TODAY — Thursday, October 2, 1930

WOMEN TO WAR ON SMUT

TRADEVIEWS
by W. R. Wilkerson

And now the kids are again claiming the attention of the producers.

They have been decidedly neglected ever since the advent of the talkies, and both the big shots and independents have finally awakened to the fact that they have lost something like 5,000,000 patrons by catering to the sophisticates in their recent productions.

The coming season will tell a different tale. Universal and Pathe have added talking serials to their new production schedules. M-G-M with "Billy the Kid," and Fox with "The Big Trail" certainly had their eyes fixed in the direction of the kids. Good old-fashioned blood and thunder railroad "mellers" are due for a big spot this year and Warner Bros. with "The Steel Highway" and R-K-O with "Danger Lights" are leading the parade right now on the finished product. And Paramount is making a talkie out of a story beloved by children everywhere—"Tom Sawyer."

The indies, though, are the ones that are hot on the trail of juvenile patronage. The kids like and demand action, Mr. Exhibitor, and if there's any way of giving it to them in order to boost the movie business, the indies won't miss a trick. Heading the list on this kind of a program are the plans of Sono-Art, World Wide Pictures, Inc. Their schedule includes stories of the wide open spaces, race track thrillers, rodeo shows, railroad sagas and glorification of ambulance surgeons. Standard Productions pay their compliments to the fire department and have ready for release "The Fourth Alarm," that contains all the elements of bona fide action and suspense that high-salaried psychologists have found the boys and girls like.

There have been all kinds of publicity stunts and exploitation gags pulled to drag the kids back to pictures—pictures of pure romance or problem dramas or drawing room comedies that hold no place in their affections. Now the producers have turned to the picture content and it looks as though there will be joy in

(Continued on Page 3)

Actors Bet Cars

The first game between the Cardinals and the Athletics has caused so much excitement in Hollywood that actors are wagering their private cars against each other on succeeding games. With money short and jewels in the pawn shop, there seems to be nothing else to bet.

B. & K. Will Drop All Stage Shows

Chicago—The Balaban and Katz Circuit is planning to drop all stage shows. This decision is due to the failure of the presentation policy at the Oriental in Chicago, as compared to the success of McVickers and the Roosevelt, without the stage shows.

Illinois Indies To Bar Zoning Plan

Chicago—The Illinois Independent Exhibitors will hold a meeting at the Hotel Stevens tomorrow to take action in condemnation of the state zoning plan which was agreed to at a previous meeting.

Al Steffes and Abram Myers will be the principal speakers.

Walk-out Threatened

St. Louis.—The stage hands and operators of this city are threatening a walk-out on October 9.

Declare Liberty Has Become License And That Suggestive Dialogue In The Talkies Must Go

Philadelphia.—The women's clubs of this city are heading a nation-wide movement to crystallize the evident feeling among such organizations all over the country against the vulgarity and suggestiveness that has been permitted to creep on the screen since the advent of the talking pictures. So far, no one organization has openly assumed the responsibility for originating this fight, but the battle is on and the women will see it through.

The officials of the Will Hays organization and the member companies are doing their best to conform to the code promulgated by the Hays office. But there are many independent producers, not members of the Hays group, who are not bound by any agreement, and they are tak-

(Continued on Page 2)

Russia Plans For 24,000 Theatres

BERLIN—The present motion picture programme of the Soviet Government is remarkably ambitious. It is called the "Five Year Plan" and includes a project to have 24,000 picture theatres by October 1, 1933. In addition to this the plans call for 19,000 school projectors in Russia proper and 9,000 in the Ukraine.

It is proposed to have about 39,000 sets of sound apparatus by the 1933 date.

To carry out this plan for the theatres means a lot of work because there are at present only about 6,000 houses in the entire Soviet Union, exclusive of the school and army "kinos," as they are called.

Receipts At Big New York Houses

New York.—"All Quiet On The Western Front" at the Roxy leads in the grosses, doing $120,000 on the week. It was held over for a second week. Other grosses are:

"Africa Speaks" at the Globe—$24,000; "The Spoilers," Paramount—$75,000; "The Big House," Astor—$18,500; "Hell's Angels," Gaiety and Criterion—$32,000; "Abraham Lincoln," Central—$20,000; "Outward Bound," Hollywood—$23,500; "Animal Crackers," Rialto—$30,000; "Monte Carlo," Rivoli—$32,000; "Old English," fifth week at Warners—$18,200; "Office Wife," Winter Garden—$38,000.

Jack Donahue Dead

New York.—Jack Donahue, widely known musical comedy star, died at his home here as a result of an attack of heart trouble which he suffered last week in Cincinnati. He was playing the Ohio city in "Sons o' Guns" and was forced to leave the company and come home.

"Lincoln" Film Bookings

New York.—"Abraham Lincoln" opens at the Alvine in Philadelphia on October 8 on a two-a-day basis. Similar engagements will start at the National in Washington on October 12; the Majestic, Boston, on October 16; and the Auditorium, Baltimore, on October 13.

TRY AGAIN TO ORGANIZE 25,000 "WHITE COLLARS"

With more than 25,000 available office employees attempting to get work in the various departments of motion picture production, distributing and exhibiting, the movement of unionizing this group of workers is now in order again, after it received a unanimous setback a year ago.

Certain union leaders believing the workers can be organized better at this time than a year ago are not aware of the fact that, with the general retrenchment of studio activity,

(Continued on Page 3)

"Last of the Lone Wolf" (Columbia) - RICHARD BOLESLAVSKY

THE REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart; Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

We have been told that the Hollywood Daily Reporter is a godsend to some of the lazy reporters doing legwork for the Metropolitan dailies. These boys make the studios early in the morning with leads gathered from the condensed news of the Reporter, and work out a different angle to the stories. In many cases they have blown short news items into feature stories and the editors think the boys are working hard.

●

The wife of a prominent film man about town finds him ver' unattractive when under the influence of Gordon water, a condition which he has achieved very often of late. It looks as though this lady is out of luck, for at the rate the money is pouring in, the nightly whoopee can continue indefnitely.

●

The local merchants can sing "Praise be—" for a new complex developed by a movie star of this town. Every time he gets the least bit "squiffed" these days, he gets a yen for buying gifts for his wife, which he does with admirable abandon and good taste. They're not in the nature of "peace offerings" either, for their married life is the kind to which "we point with pride."

●

"Use your brains," might be the slogan of Charles Davis. One time Charlie made a western of Them Thar Hills called "The Arizona Kid," that went the way of the transgressor, and hit Main Street. The Fox Company then made one with Warner Baxter, using same title. Result: Charles sued, case settled—Charlie gets $5,000 and goes fishing.

●

We printed a yarn the other day, NOT mentioning the name of the party concerned. The next day four people called up, two of them threatening suit and the other two promising a punch in the nose! There must be an awful lot of fellers wearing the same shoe around here—we mean an AWFUL lot!

"Bachelor Daddies" Miss Davies' Next

After refusing to have any part of "Rosalie" in its present form of screen treatment, Marion Davies has consented to do "Bachelor Daddies" in place of the Broadway musical.

If, by the time the actress is through with "Daddies," a suitable treatment on "Rosalie" can be produced, she will consent to do this as a follow-up.

●

Art Schwartz Going East for Conferences

Art Schwartz, western representative of the Music Sales corporation, has been called east to confer with the home office executives in regard to further operation of the retail music counters recently acquired thruout the country by that company.

Schwartz will leave for New York at the end of next week and will be away for two weeks. The management of the local Witmark office and Music Sales will be left in charge of Mickey Hester and Harry Walker respectively.

●

Mitchell Making Shorts

Bruce Mitchell, one of the pioneer independent producers in Hollywood, is now engaged in making the fourth of a series of comedy adventure shorts for the state right market. Title of the new subject is "Adventures of Lemuel Duckworth," with headquarters at the Tec-Art studios.

●

Jack Cummings to Direct

Jack Cummings, assistant director for several years on the Metro lot, has been elevated by that company to direct. His first assignment will be the initial episode in a series of "Colortone" shorts about to be started, featuring many of the featured players on the Metro roster.

●

Warners Re-instating

New York.—It is understood that 100 of the 400 employees recently let out at Warner Brothers office have been re-instated, with more to go back within a few weeks.

●

Chevalier Will Tour

New York.—Maurice Chevalier and Ben Bernie's band are to make a coast-to-coast tour of one-night stands under the auspices of Paramount, starting November 10.

●

Myron Selznick to N. Y.

Myron Selznick, of the Selznick-Joyce office, left last night for New York, where he will spend four weeks reviewing the new plays and arranging for further New York contacts.

●

Erno Rapee Quitting

New York—Word has been received here that Erno Rapee, in charge of music at the Warner West Coast studio, will resign next month and return to New York.

PRODUCTION NOTES

Lewis Stone has been engaged by Metro for the cast of "Inspiration," in which Greta Garbo will star. Other Metro engagements are John Miljan for the cast of "Within the Law," starring Joan Crawford, and Paul Fejos to direct "The Great Lover," Leo Ditrichstein's famous stage success.

●

Fanchon Royer reports that Varick Frissell, vice-president of Labrador Film Co., and producer of "Vikings of the North," is here to complete release negotiations. George Melford directed.

●

Paul Gregory has been recalled to New York by Florenz Ziegfeld for a role in a stage production.

●

Trem Carr is ready to start production on "Heading North," a western featuring Bob Steele, with Perry Murdock in support. The story is by John P. McCarthy, who will direct the picture.

●

Sam Luskin, George Corcoran, Marion Lessing and Bodil Rosing added to cast of "Shepper-Newfounder" for Fox.

●

Jimmy Howe, Asiatic cameraman, who left camera work to become an independent producer of pictures, is now at Columbia doing the camera work on "Criminal Code."

●

The Lightner Agency has signed Mildred Golden for a part in "Reaching for the Moon."

●

Delia Margania, having finished work on the French version of "The Bad Man" at First National, is ready to start on the Spanish version.

●

G. de Rincon will be the juvenile lead in the Spanish version of "The Sacred Flame" at First National.

●

Jacinto Jaramillo, who was in the Spanish versions of "Mother's Boy" and "The Valiant" at Fox, has been signed for parts in Spanish pictures by Darmour.

●

Richard Carle is making a series of shorts for Bruce Mitchell.

●

Lois Wilson has been signed by Liberty Productions for two pictures.

●

Jacobs & O'Brien have announced the signing of Karen Morley, formerly of the Los Angeles Civic Repertory, by M-G-M. Miss Morley's first assignment will be the part of Helene in Greta Garbo's picture, "Inspiration." Clarence Brown is directing.

●

Wilfred Noy and Mary Forbes are working with Ronald Colman in "The Prodigal." Following this, Miss Forbes will have parts in "Young Sinners" and "The Man Who Came Back" which Raoul Walsh will direct for Fox.

●

Tyler Brooke has been added to the cast of "The New Moon" at Metro, the film starring Lawrence Tibbett and Grace Moore.

"Office Wife" Big In Indianapolis

INDIANAPOLIS.—"Office Wife," opening here at the Apollo Theatre, went over big. The reviews were excellent.

Davey Lee made a hit with his personal appearance at the Indiana. "Dixiana" flopped at the Circle. The audience laughed at it, not with it. "Whoopee," with Eddie Cantor, did fine business at the Palace but did not get all that was expected. "Last of the Lone Wolf" good at the Lyric, but business largely due to Jim and Walt, local radio team, on the vaudeville.

●

Women to War on Smut

(Continued from Page 1)

ing full and unfair advantage of the freedom now permitted them.

The Philadelphia women were the first to draw attention to the fact that, in talking pictures, the producers were permitting themselves much more leeway than they ever dared to take in the silent films. Women's organizations in other cities are backing the play of the Philadelphia clubs and it is only a question of a short time before the big kick will come.

These women are not in favor of censorship—unless it is absolutely necessary. But they assert that some of the motion picture people in their efforts at emancipation from such control have knocked off all their shackles, even those of decency. One noted clubwoman, who asked to remain unnamed, said:

"Fun is fun, and a little spice, a mildly risque line or joke, or a bit of innuendo cleverly done is relished by most of us; that is, if it has a definite place in the picture. But to use a vulgar or suggestive line, to drag in a laugh by the scruff of its dirty neck, is not permissible. I have seen these devices used and I'll say for the American movie audiences that such vulgarity seldom got a laugh and often was booed.

"People are learning more and more to appreciate the elements that make for good picture entertainment. If a picture is dull, it is no sop to the intelligence of the patrons to throw in a suggestive sequence and, on the strength of that alone, expect them to walk away with a good impression of a bad picture.

"Personally, I consider it a step in the right direction that the old restrictions on the silent films cannot hold sway over the present talkie productions. But when license is mistaken for liberty, it is time to call a halt."

These women's organizations have not as yet fully decided upon their course of action. They are gathering evidence of ethical violations in pictures and, when their case is complete, they probably will carry it to Will Hays.

●

Dennie Harris Dead

Pittsburgh.—Dennie Harris, one of the leading exhibitors of the city, dropped dead here today.

INDIANAPOLIS
Cream Puffs *and* Slams
On NEW PICTURES

◆◆◆◆◆◆◆

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWING OF NEW RELEASES

"THE OFFICE WIFE"
APOLLO

Indianapolis News: The story has a refreshing treatment, free from the usual emotional outbursts. One can recommend the photoplay as adult diversion.

Indianapolis Star: Modern treatment of a theme as old as the hills. Fare for the feminine fancy. Appeals to mass interest and will pay its makers good dividends.

Indianapolis Times: A study in a good box office title. Much to Pollyanna, should have been more realistic. Be your own judge.

"THE SQUEALER"
TERMINAL

Indianapolis Star: Sometimes gripping and we suggest that it will interest you if you haven't tired of this sort of entertainment.

Indianapolis News: Better than the average crook play. All in all, the picture is entertaining.

"DIXIANA"
CIRCLE

Indianapolis Star: Not only lavish in color, amusing, fairly rich in romance and sufficiently tuneful, but soothing to the old mind.

Indianapolis Times: The director should have the blame for this picture. There was something mighty careless —either the sound or the idea of placing it on the screen.

"WHOOPEE"
PALACE

Indianapolis Times: Takes the cake for the best of its kind. Don't dare miss it. It will give you the grand and glorious feelin' that you have seen a real musical movie.

Indianapolis Star: Last word in musical comedy a la cinema. They have retained its star and its beauties, its romantic plot and its comedy.

Indianapolis News: Here is light and facile pageantry, song and humor. A sight of it will make you feel better. It's nonsense but will give you many a hearty chuckle.

Robt. Ames in "Dracula"

Universal has engaged Robert Ames to replace Lew Ayres in "Dracula," due to the latter being slated to appear in "Mississippi," which the company decided to put into production before work in the mystery picture could be completed.

●

Newsreel House Goes Big

New York—The London, the newsreel house, is doing great business. It is reported to have shown a profit of $1500 a week since the opening eight weeks ago.

Fifi Dorsay Is Sued

New York.—Fifi Dorsay, the picture star, is the defendant in a suit for $1000, brought by Arthur Lyons who says he was formerly her manager and that she broke her contract with him. He asks ten per cent of her earnings.

●

15-cent Rate for Kids

Syracuse.—Warner's Strand starts Saturday morning showings for children this week, and also establishes a straight 15-cent rate for juveniles. These kid bills will feature an action film and the Rin-Tin-Tin serial.

Fox Film Corp. Net Is Up $3,146,056

New York—Gross income of the Fox Film Corporation of the 39 weeks ended September 27, 1930, amounted to $34,496,124, against $28,553,607 for the corresponding 1929 period, the corporation announced today.

Profit before interest and Federal tax totaled $12,295,160, against $9,149,104 after income taxes and interest charges last year.

Balance available for common stock dividends in the 39 weeks aggregated $10,104,194, as compared with $8,337,196 a year before.

HONEYMOON LANE

Pending film engagements on the part of Dixie Lee and unwillingness on part of Bing Crosby to break up the personnel of the Gus Arnheim band, caused this newly wedded couple to break front page in the local dailies in an effort to tell the world they would have to postpone their honeymoon.

●

Mrs. H. H. Van Loan in a cross-complaint to her husband's divorce action says:

Van wanted her to give birth to a baby while flying over the High Sierras. Of course she didn't.

That he thought he was a second Shakespeare.

That he announced himself engaged to Marjorie Rambeau, Virginia Brown Faire and Anita Liberman while he was still married to her.

He also featured the act of dropping silver dollars down strange women's corsages.

That Van loved publicity.

Van Loan says it's a lot of apple sauce, and not the reason he is suffering from heart trouble.

●

Blanche Sweet petitioned the local court to free her from being forced to use the name of Sarah Blanche Nielan and to change it legally to Blanche Sweet. The actress was divorced from Marshall Neilan a year ago, but, under the laws of California, she must continue to use the name of Nielan unless it is changed by a special permit from the courts.

●

Judge Harry R. Archbald granted Mrs. Albert Kaufman a divorce from Al Kaufman, Paramount film executive. Mrs. Kaufman, a sister-in-law of Adolph Zukor, was granted the custody of their six-year-old son, Albert, Jr., and $50 a month for his support.

●

"White Collars"

(Continued from Page 1)

there are no more than 6,000 jobs open for office workers.

Leaders endeavoring to organize this group of workers are using a sales talk to the effect that 75 percent of the studio and theatre workers are now organized, and if any strength or co-operation is shown at this time, it would be an easy matter to become a recognized branch of the local I. A. T. S. E. or the American Federation of Labor.

Soviet To Record Its Whole History

BERLIN.—It is understood that the Russian Union of Soviet Republics is planning to record on sound film the entire history of Socialist upbuilding in city and country. The Soviet Government believes this film will be one of the greatest cultural historical records of modern times.

The film experts of the Soviets claim that their sound apparatus is fully as good as that used in America and mass production of it has begun. Within a month or so, two factories will have turned out fifty sound film machines. However, even their own writers seem to have some doubt as to the quality of the sound that can be recorded by these machines.

●

Cecil B. DeMille In Lebanon Hospital

Cecil B. DeMille is in the Cedars of Lebanon Hospital for a minor operation. He also has a broken bone in his foot, sustained when stepping from his yacht to a tender recently. He will be laid up about two weeks.

●

"Big Trail" for Hoover

Washington. — The big outdoor Fox production, "The Big Trail," will be presented for President Hoover and his guests at the White House tomorrow night.

●

TRADEVIEWS

(Continued from Page 1)

Mudville, because of improved box office receipts.

If all producers step in line with this movement they will revive the good old matinee business, bring back the Saturday morning shows, and increase kid patronage to the early supper shows that have been sadly neglected by an over-production of sophisticated dramas.

There is no doubt of the fact that the producers are making every effort to improve business for the exhibitor. The product ready for 1930-31 release is of a decidedly higher calibre. It is now the aim of the picture industry to satisfy every type of moviegoer and the kids surely can give them bigger and better business.

Est. 1922 — L. A. Howland
INTERNATIONAL KINEMA RESEARCH
Research Photographs
Insert Material
HE-8761 — Hollywood Security Bldg.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
CINEPHONE FILM STUDIOS
HOLLYWOOD — OL. 8701

"LADY VIRTUE" FINE COMEDY "PARADISE ISLAND" IS POOR

New Musical Film Looks Sure-Fire

"LADY VIRTUE"
United Artists

Directed by.....George Fitzmaurice
Story by.....Louis Bromfield
Adapted by.....Sidney Howard
Music by.....Herb Nacio Brown
Bruno Granichstaedten
Lyrics by.....Clifford Grey
Edward Eliscu
Photographed by.....George Barnes
Gregg Toland
Cast: Evelyn Laye, John Boles, Leon Errol and Lilyan Tashman.

Evelyn Laye, delightful star of the English musical comedy stage, makes her initial bow to movie audiences in this frolicsome picture, based on an original by Louis Bromfield, and shares her triumph with Leon Errol. It also happens to be the first talking picture of that mad comedian and he steals every scene into which his wobbly legs carry him.

"Lady Virtue" has a typical musical comedy plot, with everyone singing, and capering about in erratic manner, but doing it well. In preview the picture ran a good hour and 45 minutes, without a dull spot or lagging moment, the laughs changing from contented chuckles to rib-racking spasms.

George Fitzmaurice has done a grand piece of work in elaborating a musical comedy plot to meet the demands of the screen. The simple though amusing story Bromfield provided runs easily through the film, action and comedy are introduced with pleasing balance, and the casting is perfect.

Heroines, heroes and comedians bursting into song at most any moment will always confuse the old-dyed-in-the-wool movie fans who have become fiends for realism, but when such music as Herb Nacio Brown and Bruno Granichstaedten (you pronounce it) have provided for "Lady Virtue" is the incentive, it's bound to be right.

The dialogue is good, carrying the continuity along at an even pace. It allows for a number of hilarious quips, and the buffoonery of Errol and his "feeder" Hugh Cameron, who is no mean comedian himself.

Lilyan Tashman gives a sparkling performance as the glamorous but troublesome "darling of Budapest." Miss Laye appears first as the aspiring flower girl, lovely and sweet. When "the darling's" escapades become so riotous that she is ordered on a quiet vacation by the police prefect, she sends Miss Laye as her proxy.

United Artists should reap heavily from this picture in all the cities where sophisticated musical comedy is appreciated, and where the names of Laye and Errol are known. It is bound for success in the smaller spots too, with the right kind of publicity.

'D-d-don't Want Job'

Rosco Ates, who stuttered himself into a contract with RKO by his work in "Cimarron," has been getting offers from other companies. Two recent offers came from abroad, one from England and one from Germany. The later was easy to reject. Ates said:

"I c-c-c-an't st-t-t-tutter in G-g-g-german."

"PARADISE ISLAND"
Tiffany

Directed by.....Bert Glennon
Story by.....M. B. Dearing
Screen Story by.....Monte Katterjohn
Film Editor.....Byron Robinson
Photography by.....Max Dupont
Cast: Kenneth Harlan, Tom Santschi, Paul Hurst, Gladden James, Marceline Day and Betty Boyd.

Just another story of the wicked, fascinating South Seas. Just so-so entertainment, more or less saved by the comic presence of Paul Hurst. The small towns may get some pleasure out of hissing the villain, but this is not "big time" fare.

The story is so lacking in originality that it scarcely requires repetition. There is the beautiful young white girl. There is the man whom she has come to marry, who has succumbed to the pernicious influences of the climate and women. There is the no-good pearl trader and, of course, there is the hero who saves the gal, defeats the nefarious schemes of the mean old trader and sails away to better things—with the girl. Oh yes, honorable marriage is in the offing.

Be it said, to the credit of the cast, that all the players try hard with the mediocre material given them. The actors, alone are responsible for whatever interest there is in the picture, and Paul Hurst as Kenneth Harlan's man Friday, is really very amusing. Tom Santschi, when he finally gets his German accent in good working order, is quite convincing as the menace. Kenneth Harlan, one discovers for no reason at all, has a good singing voice but, due to the way in which the picture is synchronized, it takes a few reels to convince the audience that it is really he who is singing.

The director's conception of life in the South Seas is incredibly naive and he has done nothing to lift this production out of its very mediocre rut. In fact, he has allowed the story to unreel itself as a drama of the old ten-twent-thirt variety that makes no concessions to average intelligence. He hasn't even bothered to make the atmosphere genuine by injecting some good stock shots of tropical scenery.

Wide Film Betters "Billy The Kid"

We have seen "Billy the Kid" for the second time—the latter showing being on wide film. The effect is really marvellous, this being the kind of picture perfectly suited to this type of projection. As we mentioned before, the beauty of the photography, consisting for the most part of outdoor shots, and the locations pictured herein, are breath-taking.

There can be no denying, however, that an entire picture shown on wide film, no matter how absorbing, is a strain on the eyes. Even though the effort be unconscious, it exists in trying to adjust one's vision to encompass everything within the scope of the large screen. Our eyes are plenty strong, yet we felt the effects of this, particularly after leaving the theatre.

"Billy the Kid" has been cut somewhat and is even better than when viewed the first time. It is a splendid drama of the great West for any type audience, and, as mentioned before, the only flaw we can find is that some of the dash and verve is lacking in the picture—and from the main character—which made the Saga of Billy the Kid so glamorous.

Music Leaders

As reported for the New York District by the Plaza Music Company in New York:

"Little White Lies," (Donaldson, Douglas & Gumble)
"Springtime in the Rockies," (Villa-Moret)
"If I Could Be With You," (Remick)
"Betty Co-Ed," (Carl Fisher)
"Kiss Waltz," (Witmark)
"Dancing With Tears," (Witmark)
"Down the River of Golden Dreams," (Feist)
"I Still Get a Thrill," (Davis, Coots and Engle)
"So Beats My Heart," (De Sylva, Brown and Henderson)
"Moonlight on the Colorado," (Shapiro-Bernstein)

Milestone at Para. to Direct One Picture

After being reported signed up with ninety percent of the existing producing organizations to direct a picture, Lewis Milestone officially affixed his signature to a contract whereby he will direct one picture for Paramount.

The title of the picture is withheld for the time being, but production is slated to start within the next three weeks. Following this Milestone may return to Universal, if they have a story ready and suitable by that time.

THE Hollywood REPORTER
TODAYS FILM NEWS TODAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW $10.00 a Year

---------- Use This Blank and Mail to ----------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name_____
Address_____
City_____
Occupation_____

'SUNNY' GAY--'HUSBANDS' A SCREAM--'ALARM' THRILLS

Musical Film Is Delightful

"SUNNY"

First National
From the Stage Play

Dialog and Adaptation by.....H. Pearson, Henry McCarty
Directed by.....William Seiter
Film Editor.....LeRoy Stone
Photography by.....Ernest Haller
Starring.....Marilyn Miller
Supporting Cast: Lawrence Gray, Joe Donahue, O. P. Heggie, Inez Courtney and Clyde Cooke.

First National has turned out another winner in this production. It may not prove to be a record-breaker in the accepted sense, but it will certainly overcome any dislike for musicals. It offers an hour and a half of light, entirely pleasing entertainment for everyone.

The story remains the same as that of the stage play. It tells of the little circus rider, in love with the wealthy society man. She involuntarily becomes a stowaway on a ship going to America, and, in order to be allowed to land, goes through a marriage ceremony with the comic relief of the picture.

The story has been handled in an entirely un-musical-comedy manner. There are no dance routines to fill up space or make the action lag, with the result that the picture runs along at a smooth, even pace, with the comedy well balancing the love interest, and the songs introduced in spots that help tell the story and never interfere with it.

Marilyn Miller is one of the few people who has earned the right to be described as charming. She is altogether delightful to watch, dances beautifully and manages to make the heroine a really plausible person. Joe Donahue, as Jim, who has to suffer through it all for the sake of Sunny, is excellent in spots, but at times seems to be handicapped by the fact that Jack Donahue, his brother, who played the part on the stage, made a hit with his manner of playing the role. Mr. Donahue should have had more dancing to do, as should Inez Courtney, his "heart" whom he finally gets around to at the end of the picture. Miss Courtney is amusing, but her personality registers best through her dancing and she deserves a chance to use her talents. Lawrence Gray, as the wealthy society boy, is pleasing and makes a good impression in a part that is usually just another musical comedy hero.

O. P. Heggie, as Sunny's father, is a grand treat. He puts his lines over splendidly and makes his characterization most entertaining.

The picture has been tastefully directed, well acted and beautifully photographed and should certainly satisfy audiences in any town. Miss Miller will more than repay them for their time.

H. B. Franklin Back

Harold B. Franklin, who left for New York recently, after resigning as head of the West Coast Theatres, is back. It is understood that he plans to open an office in Hollywood, but for what purpose he has not, as yet, said.

"NEW HUSBANDS"

James Cruze

Produced by.....Samuel Zierler
Directed by.....James Cruze
Story by.....George Rosner
Dialogue.....George Rosner
Photography.....C. E. Schoenbaum
Cast:—Betty Compson, Lee Tracy, Alan Hale, Gaston Glass, Dorothy Christy.

A TIFFANY RELEASE

"New Husbands" is the funniest picture we have seen for many and many a day. It is the kind of a play which heretofore has been presented in terms of heavy drama, or heavy-handed farce. But this is neither. It is an excruciating, mad comedy, played straight, and as such comes in for unstinted praise and loud guffaws.

We refer to the picture as a "play," for it is more like a play in treatment than any talkie we have witnessed to date. It is a hilarious satire on love and marriage—an eternal "quadrangle" of dialogue and situation—rather than action. But what situations—and what dialogue!

We have a couple, a young Russian couple in a New York Flat, who have, previously to their marriage, agreed that should either fall in love with another, freedom was to be unquestionably his or hers to pursue. The wife is a gullible, romantic little fool; the husband prosaic, but adoring. They have a boarder who makes love to the wife with great success, only to be faced with another fellow who boarded with the same couple before him, and who in turn also is on the "make" for her. These two completely ignore the husband in their efforts to win her, and each one gets his turn. Finally, however, the husband having become successful, not only in finance but personality, wins her back.

With the excellent and rapid-fire dialogue which the story contains, and the top-notch work of all the players, "New Husbands" becomes one of the most delightful absurdities ever to reach the screen.

This picture should do clean-up business in the big towns.

The work of Lee Tracy as the fast-talking saxaphone-playing Romeo, is the outstanding characterization. Miss Compson in a new type role is very good, and Alan Hale and Gaston Glass excellent. The picture is a little long toward the end, but when this is remedied "New Husbands" should be a riot—it's terribly funny.

Melodrama, And Full Of Thrills

"THE FOURTH ALARM"

Standard Production

Presented by.....W. Ray Johnston
Story by.....Scott Littleton
Directed by.....Philip H. Whitman
Photographed by..Herbert Kirkpatrick

Cast: Nick Stuart, Ann Christy, Tom Santschi, Ralph Lewis, Harry Bowen, Jack Richardson.

For those who ask no more of a movie than an hour's entertainment, "The Fourth Alarm" has all that's required: some laughs, not too much to think about, and some thrills.

As the title suggests the story deals with firemen. There is the brave fire laddie, the girl, her father who breaks the law, the fire in the explosives factory, the "fourth alarm" and the rescue.

The cast is adequate and Harry Bowen does full justice to the gag lines.

The fire sequence was full of suspense and the shots of the burning buildings were great.

The picture is more like the old silents, depending for the development of its plot on action rather than dialog, which should be a treat for the kids (and a lot of grown-ups, too) who have become tired of drawing-room stories.

PRODUCTION NOTES

A little less than half the younger population of Central Avenue has been transplanted to Universal City for atmospheric work in "Cohens and Kellys in Africa." Most of them are in the early school ages and outdoor sessions had to be held at the studio schoolroom to put them through their daily dozen.

●

Max Hart has announced the addition of John Sheehan to the cast of "The Criminal Code" at Columbia.

●

Rebecca & Silton have placed John Halliday and Lilyan Tashman in the cast of "Millie," Charles Rogers' production for RKO release. John Francis Dillon is directing.

●

Casting starts this week for "The Queen's Husband," which Lowell Sherman will direct at R-K-O.

●

Emperor's Kin In Films

Dr. Otto Carlos von Hapsburg, grandson of the ill-fated Emperor Maximilian, of Mexico, is in Hollywood and expects to become a director of Mexican and Spanish pictures. He has had wide technical experience in film work. At present, he has a studio on the Boulevard for coaching and instruction in Spanish.

The Hollywood Reporter
TODAY'S FILM NEWS TODAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW $10.00 a Year

Use This Blank and Mail to

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE
HOLLYWOOD, CALIF.

With Your Check

Name_____
Address_____
City_____
Occupation_____

THE REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager. Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741.

New York office No. 58 West 45th Street. Walter K. Hill, Eastern Editor

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and copyrighted by the Wilkerson Daily Corp. Printed by Hartwell Publishing Corporation.

Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 5c.

THE LOWDOWN

One of the well-known screen comics, noted for his wild plunging in Cribbage, where he has lost as high as $40 in a single night's session, looks upon gambling in a serious light. It happened last week that he sat in a game with a number of his employees and was trimmed to the extent of $40 by a $35 a week property boy.

This loss grew on the comic to a point where it becomes an obsession. He must get the 40 bucks back, and to do it, he invited the lad to his million dollar estate in Beverly Hills for dinner. Both sat down for a quiet little game after dinner, and by four in the morning, he had succeeded in getting the $40 back, plus $5 more, which, in the ultimate, meant that the dinner at the boss' house cost the property boy $45.

•

Hollywood was brightened during the last day or so by the arrival of two eminent literary lights from New York. They are Don Marquis, bon vivant and man-about-town, best known perhaps as the author of "The Old Soak," and Sam Hoffenstein, author of "Poems of Praise of Practically Nothing." Mr. Marquis is here for a rest. Mr. Hoffenstein is to work for Paramount.

•

An indie producer using a home-made sound recording device ran into both labor and recording trouble the other day, and alibied the shutdown of the picture on the cast, claiming they were all wet. The cast was composed of two players on day checks. A lot of stock shots made up the production.

•

Another reason for press agents committing suicide was explained here this week when an energetic exploiteur landed two breaks in the Los Angeles Times and one in the Examiner. Believing he had done a nice day's work, he laid the clippings before his boss, who promptly bawled him out for slighting the Examiner.

Technicolor's Net Very Encouraging

New York—Technicolor announced today that its net profits for the eight months ended August 31 were $942,000.

While it was known that the company had been prospering, this statement was even better than had been anticipated.

•

Technicolor Head Ill

Andrew J. Callaghan, West Coast head of Technicolor has been confined to his home with grippe since Saturday.

Abdullah Yarn Will Be Made, Agent Says

New York—Jean Wick, agent for Achmed Abdullah, the noted author, says that, in spite of reports to the contrary, "The Song of India," which Mr. Abdullah wrote for Metro, will be produced. Miss Wick states that the picture has been scheduled for rehearsals and that the script was accepted.

•

Arthur Lee Is Here

Arthur Lee, head of Anglo-American productions, has arrived in town from New York and is stopping at the Roosevelt. He plans production of a series of Spanish talkies for the foreign market.

Studios Overloaded With Stories

(Continued from Page 1)

story prices runs all the way from $500 to $125,000 for the original purchase price. Added to this is the cost of assigning staff writers to make treatments. For example, there is the case of one producer who bought a novel for $25,000 and an additional $25,000 was later divided among a score of high-salaried scenarists before the producer discovered it would make poor screen material, at that time at least.

The result of this one instance is that the producer has a cash investment in this property hanging on the studio assets for more than eight years. Add six percent interest to this, and the property would represent an additional book value of $24,000, or a total investment of $74,000 on a book that should have cost only $25,000, plus another thousand for a screen treatment, if the purchase had been more carefully made.

It is cases of this kind that have moved many of the producers to lean more to proven play material rather than make any more rash plunges into the story market.

Careful speculating in story material is further emphasized in the accompanying chart, showing a detailed table of story types purchased within the last two years which are definitely scheduled for early production.

Of this group there is a total of 288 stories that will be produced within the next year. Seventy-eight to be taken from novels, 23 from published magazine articles, 106 from original stories written expressly for the screen, and 81 from plays.

The estimated number of stories purchased prior to the past two years and shown in the accompanying chart as never having been produced, but held by the producers for future use, is in no way officially reported by the respective studios. It is based on the number of years the producer has been in business and on the average number of stories purchased each year that are later deemed inadvisable to produce at the time they were purchased.

Many of these old stories are now being reviewed with the possibility of converting them into practical use because of talkers. In several cases, some of the old material, found unsuitable for the silent screen, is now invaluable for the new talking screen for this reason. Many of the producers are finding themselves in a spot where they can convert some of the dead investment into cash.

Cameramen See Multicolor Film

A special meeting was held last night to demonstrate Multicolor to the American Society of Cinematographers at the Eastman Research Rooms. A short subject made by Multicolor system was well received. Dr. Lee De Forest spoke of his trials and tribulations to advance sound pictures, taking his auditors back to August, 1912, in Berlin, and said that had the producers given his talkies the attention the cameramen did, the world would have had talking pictures years ago.

Multicolor officials present advised the crankers that no special camera was required, all the changes necessary being a double film magazine which could be made in a week's time. They announced also that Multicolor would not produce pictures, remaining a strictly commercial proposition, and could be used by anyone.

•

Joe Littau Quits As Roxy Musical Leader

New York—Joseph Littau, the musical director at the Roxy Theatre, has resigned.

He leaves October 20 and goes to Omaha where he will succeed Sandor Harmati as director of the Omaha Symphony orchestra.

•

Services for Mrs. Heath

Funeral services were held yesterday at Forest Lawn for Mrs. Elizabeth Heath, wife of Lance Heath, publicity director for Gloria Swanson Productions.

•

"Solo" for Gavin Gordon

As a result of missing the vanguard of motors transporting members of the "Great Meadow" company, a Metro picture, to Sonora, Gavin Gordon had to do a solo to the location point at his own expense. Gordon is playing one of the featured parts in the picture, which will be on location for three weeks.

CHART OF STORIES ON HAND

STUDIO	Stories Definitely Set For Future Production To Be Adapted From: Novels	Mag. Stories	Originals	Plays	Total	Estimated Number of Stories Bought and Never Used	Grand Total	Estimated Total Investment on Stories on hand Based on Average of $10,000 Each
Fox	11	3	9	8	31	200	231	2,310,000
M-G-M	15	3	8	7	33	150	183	1,830,000
Paramount	11	2	8	6	27	200	227	2,270,000
Warner Bros.	3	0	6	8	17	150	167	1,670,000
First National	5	2	3	5	15	150	165	1,650,000
Pathe	....	2	15	7	24	75	99	990,000
Radio	5	0	5	6	16	100	116	1,160,000
United Artists	3	..	5	8	16	50	66	660,000
Universal	5	3	7	9	24	125	149	1,490,000
Tiffany	7	1	11	2	21	25	46	460,000
Columbia	3	2	4	5	14	50	64	640,000
Independent Group	10	5	25	10	50	200	250	2,500,000
TOTALS	78	23	106	81	288	1,475	1,763	17,630,000

THE Hollywood DAILY REPORTER

Vol. 1, No. 21. 5c TODAY'S FILM NEWS TODAY Wednesday, October 1, 1930

OVERLOAD OF STORIES

TRADEVIEWS
by W. R. Wilkerson

A lot of newspapers throughout the U. S. are up in arms due to the many and varied practices put into effect by motion pictures generally and by their publicity offices in particular.

In the last two weeks we have received 62 letters from as many papers, scattered around the country, complaining of this and that. These practices only add fuel to the avowed intention of the press in general to place thumbs down on all motion picture press copy.

As an instance of the type of complaints, we herewith submit two samples. One from New York State and the other from Baltimore. The names of the papers does not matter.

(From New York)

Someone in the Paramount-Publix organization slipped badly in heralding, both in advertisements and in publicity releases, the local engagement of "Follow Thru" as a "world premiere."

As a matter of fact, the picture played Detroit, Brooklyn and New York before it was introduced to Syracuse. The "world premiere" gag thus was the result of lamentable ignorance or a stupid violation of the recent mandate of A. M. Botsford, Publix general director of advertising.

Said Mr. Botsford for the benefit of the editors of America:

"There is only one basis upon which Publix wishes its personnel to represent the company in the newspapers. That basis is truth. First, we want our paid advertising to be truthfully stated, and fairly purchased. Beyond that, no obligation exists. When there are matters concerning the operation of the theatre or elements of its public program that might be honest news, it is to be submitted by the Publix employee as such —but only submitted, and not forced into print against the will of editors and publishers."

(From Maryland)

Just how much longer will the Fourth Estate permit cinema producers to caricature and libel newspapermen?

Isn't it a fact that every time a newspaperman is presented on the screen as a drunken nit-wit of questionable morals and foul tongue, public

(Continued on Page 3)

More Than $17,630,000 Tied Up In Story Material By Producers; Some Will Never Reach Screen

While it is the habit of the motion picture business and its workers to toss millions around and speak lightly of vast amounts of money, a conservative survey of the money invested in story material on hand among the major producing organizations shows an amount in excess of $17,000,000. This means simply stories that have not yet gone into production.

The accumulation includes material purchased over a period of several years and, at some time after the purchase, found to be unsuitable to the needs of the screen at that time. Of course, not all of this is entirely wasted, for some, perhaps much of it, will be used as conditions and the public tastes change.

Of the 1475 stories estimated to be now owned by producers, it is figured that each represents an average investment of $10,000. This average is based on the fact that the range of

(Continued on Page 2)

Bars "Angels"

New York—"Hell's Angels" has been barred by the Ontario, Canada, censors as allegedly unfair to Canada's Air Force. Howard Hughes refused to cut certain scenes said to have reflected on the airmen, when he was requested to do so, and the ban resulted.

"MORE WESTERNS", ORDER OF FOX SALES MANAGER

New York—Having discovered that "Westerns" are showing a marked increase in theatre draw throughout the country and are responsible for bringing the younger generation back into the habit of attending the movies, James R. Grainger, general sales manager for Fox, has insisted that his

(Continued on Page 3)

Jolson Fails To Draw At Capitol

New York.—Al Jolson's widely-advertised personal appearance at the Capitol Theatre this week bid fair to result in something resembling a flop.

Jolson is said to be drawing $20,000 for the week with a split over $80,000. Present indications are the house will not do more than $70,000 on the week, when at least $120,000 was expected.

Par. Has Hemingway Book

New York—Paramount today announced that it has purchased the picture rights to Ernest Hemingway's best-seller, "A Farewell to Arms." No details were given as to the production.

Gaumont British Net

New York—Gaumont British Pictures, in which Fox has a minority interest, reports net profits of $1,500,000 for the fiscal year ended last March. It is understood a six per cent dividend will be declared.

Actors Snowbound Up In The Sierras

Paramount's "Fighting Caravans" company, nearly 200 strong, were snowbound yesterday fifty miles east of Sonora in the High Sierras. In the company are Gary Cooper, Lily Damita, Ernest Torrence and Tully Marshall. Otto Brower and David Burton are the directors.

Efforts were being made last night to break through and get them out.

"U" Films for Warners

New York—Universal announces that its entire product will play all the eight hundred Warner houses.

M-G-M's Big Profits

New York—Metro announces that its net profits for the quarter ended June 6, before the deduction of taxes, are $3,000,000.

Chaplin Picture Released Jan. 1

New York.—Joseph M. Schenck, of United Artists, announced today that "City Lights," Charlie Chaplin's latest picture, will be released on January 1.

Mr. Schenck made this announcement in the course of a talk about wide film. He believes the wide film has a bright future, but says it should not be used for everything. He feels that producers should still make some silent pictures.

Then he spoke of "City Lights," which, while it has sound, is not a talkie.

'Whoopee' Opens in N. Y.

New York—Samuel Goldwyn's production of "Whoopee" opened at the Rivoli Theatre last night. The occasion was made more joyous by the personal appearance of Eddie Cantor, the star.

Par.-Pub. Receipts Up

New York—Paramount-Publix announces that the receipts from film rentals for the quarter ended September 27 were three per cent in excess of the corresponding period in 1929.

ARTHUR CAREW 'Gives fine characterization and completes the trio of stellar performances in *Captain Applejack.*' 'The Hollywood Reporter.'

Five New Features Start This Week

Five new features will be added to the current studio production frame this week. Three are already under way and two more are slated to be in work before Saturday.

"Network" started yesterday at the Fox lot, with Berthold Viertel directing. Neil Hamilton and Kay Johnson have the leads.

The much-delayed production of "Reaching for the Moon" went into rehearsal at the U. A. lot, with Edmund Goulding directing Bebe Daniels and Douglas Fairbanks, Sr., in the number one and two spots.

The third picture is "Hook, Line and Sinker" at RKO, featuring Robert Woolsey and Bert Wheeler. Edward Kline is directing. A second new picture called "Queen's Husband" will get under way on the same lot before the week is over. This will be directed by Lowell Sherman, with himself, Nance O'Neil and Gilbert Emory in the featured cast.

A fifth picture, titled "The Midnite Stage," will get under way at Tiffany tomorrow.

●

Ahead and Back

Mayme Ober Peak, Hollywood representative for the Boston Globe, is eastbound to confer with her bosses in the bean town. Jessie Henderson, local representative of the Consolidated Press, is back from New York after doing the same thing. Both girls specialize in covering studio news for their respective papers.

●

Lois Moran on Vacation

Receiving her first vacation in 18 months, Lois Moran left for Santa Barbara last night to spend two weeks.

●

MacArthur An Agent

Arthur MacArthur, pioneer motion picture executive and former manager of the Motion Picture World (trade paper) is now an associate agent in the Ruth Collier office.

●

More Westerns Wanted

(Continued from Page 1)

company produce more of this type of picture.

"Last of the Duanes," now showing in key cities throughout the country, is grossing in excess of the more sophisticated or drawing-room type of picture Pictures of this "thriller" type, according to Grainger, not only appeal to the kids, but to the grown-ups as well. It is this type of picture that will increase matinee and early supper business and especially bring back the morning shows that have become practically extinct for the past year or more.

Grainger said that "The Lone Star Ranger" played to more kids last year than any other picture on the Fox list and, with the start "Last of the Duanes" has already shown, it will exceed the record of the "Lone Star" picture.

Off to India to Install Sound

Wilfred Deming, chief engineer for the Tanar Sound Recording Corporation, leaves today for India, where he will supervise the installation and handling of the Tanar portable recording equipment.

With India set as his first stop in a world tour, the engineer will return here the latter part of next Spring. Tanar's equipment has already found a foreign market and its Hollywood factory is working to capacity to meet advance orders.

●

Fashion Features Getting Big Names

Having the edge for procuring box office names in return for the publicity it will get for them, Fashion Features is now booking subjects for October release with the following players: Belle Bennett, Mona Rica, Martha Sleeper, Sally O'Niel, Vivian Oakland, Lucille Williams and Pauline Garon.

In selling these subjects to the exhibitor much stress is laid on the name draw.

●

Para. People Leaving

Paul Lukas, actor, Herman Mankiewicz, writer, and Lothar Mendes, director, will leave October 10th for the Paramount studios in Astoria, where they will start work on "Ladies Man." They depart the same day as Walter Wanger, B. P. Schulberg and Tom Jaffe.

●

Melville Burke Quits

Melville Burke, who has been associated with Fox for the past year and three months as dialog director, has resigned his position. The resignation becomes effective the end of this week. Mr. Burke has not yet made any definite plans for the future.

●

TRADEVIEWS

(Continued from Page 1)

confidence in the press is further weakened?

There are reporters who do drink . . . that's admitted. But so do other folk—eminent jurists, able clerics and pillars of government. Yet the cinema never presents a judge, a cleric or a leading political standard-bearer in a soused condition. To do so might under-mine the people's faith in law, religion or the State, one is told.

But the reporter, who stands for the press in the public eye, is libeled at will. He is pictured as a sneak ("The Laughing Lady"), as a moral leper ("Man, Woman and Sin"), as a profane, Godless brute ("Front Page"), as an irresponsible drunk ("Gentlemen of the Press") and as a deliberate liar ("Bright Lights")..... ....Seldom is he humanized, his vices outweighed by his virtues. That miracle happened, if at all, in "Young Man of Manhattan."

It seems to me that the Fourth Estate owes it to itself to call a halt on Hollywood's mud slinging. Do I hear a second to the motion, boys?

New 'Ingagi' Coming

There are three "Water Hole" film magnates now busily engaged in a stock film library, making a sequel to "Ingagi," one of the best freak moneymakers of the business. They claim they have stock shots that will knock the industry cold. Cost, so far, $300. It will be an African special, without the aid of Central Avenue or Harlem.

Broughton To Finish Series for Weeks

Upon the arrival of George Weeks here next week, plans will be approved for the continuation of the "Outdoor" series of features now being produced by Cliff Broughton for Sono-Art release.

Broughton has already completed one and has nine more to go. The series will contain all-star casts and will be confined to stories of established merit.

●

O'Brien Flying East

Having ten days at his own disposal, George O'Brien is now on the eastbound airways with a group of Army fliers, headed for New York. The actor is due back here on Oct. 7 to start work in his next starring picture, "Seas Beneath," for Fox.

●

Robt. Harris Promoted

Robert Harris, who has been head of the story department at Columbia for some time, has been elevated to the post of an associate producer and signed to a long contract.

●

Mary Eaton Off to Europe

Mary Eaton will shove off from the California shores Oct. 4, headed for New York, where she will spend two days prior to sailing for London to appear in the Paul Murray musical to be staged at the Imperial this fall.

Paramount G.M. At Paris Studio

Paris—Sidney Kent, general manager of Paramount, has arrived here and his first visit was to the Paramount studio at Joinville. He was accompanied by Mel Shauer and Joe Seidelman, who arrived a few days ahead of him.

The transformation of the lot within the past few months astonished the newcomers. They found six large stages being utilized for the making of talkies in all European languages.

Thirty-five exhibitors from all corners of Europe were guests at the studio yesterday and spent the day seeing the newest films. These exhibitors were attending a convention in Paris.

Three new French productions started at the Joinville studio this week, and also new films in Swedish, Spanish, Italian and Polish. Dimitri Buchowetski is directing one of the French films.

A newcomer at the studio is Leo Mittler, the noted German director, who has just been signed up.

●

Big Four Starting

Big Four Productions start "Red Rock Range" at National studios today. This is second picture in a series of six.

"THE LABORATORY of PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD
1056 CAHUENGA AVE. GL 5118

MEYER SYNCHRONIZING SERVICE LTD.
Announces the Opening of a branch office at
TEC-ART STUDIOS
Hollywood, Cal.
Headquarters Metropolitan Studios

MARGARET ETTINGER
WM. F. BLOECHER
Associates
●
PUBLICITY REPRESENTATION
2320 NORTH HIGHLAND AVENUE GLadstone 2478

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

RADIO PICTURES STUDIO

Pictures in Production

"ASSORTED NUTS"—Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Edna May Oliver, Stanley Fields, Leni Stengel and Boris Karloff. Douglas MacLean, associate producer. Screen play by Al Boasberg and Douglas MacLean; dialogue by Ralph Spence and Al Boasberg. Edward Cline directing.

Pictures in Preparation

"CHILDREN OF THE STREETS" (tentative title)—Original story by Robert Milton and Guy Bolton. Bertram Millhauser, associate producer. George Archainbaud, director. Adaptation and continuity by Wallace Smith. Featuring Betty Compson, H. B. Warner and John Darrow.

"KEPT HUSBANDS" (tentative title)—Louis Sarecky, associate producer. Adaptation and continuity by Forrest Halsey. Lloyd Bacon, director. Featuring Sue Carol.

"BACHELOR APARTMENT"—Original story by John Howard Lawson. Adaptation and dialogue by J. Walter Ruben. Henry Hobart, associate producer. Lowell Sherman will direct and play principal masculine role.

"MADAME JULIE"—Play by Irving Kaye Davis. Victor Schertzinger, director. No cast as yet.

"PRIVATE SECRETARY"—Original story by Alan Brener Schultz. Henry Hobart, associate producer. No director or cast.

"SOUR GRAPES"—Adapted from a stage play by Vincent Lawrence. No director or cast.

"THE WIFE OF RILEY"—Two-reel comedy produced by Louis Brock. Co-starring Henry Armetta and Nick Basil as "Nick and Tony." Mark Sandrich, director.

Pictures in Editing

"CIMARRON"—Adapted from Edna Ferber's novel of the same title. Wesley Ruggles directing. Adaptation and continuity by Howard Estabrook. Starring Richard Dix with Irene Dunne, Estelle Taylor, Rosco Ates, Nance O'Neil, William Collier, Jr., George E. Stone, Stanley Fields, Robert McWade, Edna May Oliver, Frank Darrien, Eugene Jackson and Dolores Brown featured.

"BEAU IDEAL" (tentative title)—Adapted from Percival C. Wren's novel. Herbert Brenon directing. Adaptation by Elizabeth Meehan. Scenario by Paul Schofield. Featuring Ralph Forbes, Loretta Young, Irene Rich, Lester Vail, Don Alvarado, Otto Matiesen, Paul MacAlister, Leni Stengel and Hale Hamilton.

"HOOK, LINE AND SINKER"—Original story by Tim Whelan. Adaptation and dialog by Tim Whelan and Ralph Spence. Associate producer, Myles Connolly. Director, Edward Cline. Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Jobyna Howland, Ralf Harolde, Natalie Moorhead, George Marion, Sr., Hugh Herbert, Bill Davidson and Ben Hendricks, Jr.

"THE ROYAL BED"—Adapted from Robert E. Sherwood's play, "The Queen's Husband." Lowell Sherman directing. Adaptation and continuity by J. Walter Ruben. Associate producer, Henry Hobart. Featuring Lowell Sherman, Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell, Gilbert Emery and Alan Roscoe.

"TALKING TURKEY"—Two-reel comedy produced by Louis Brock. Starring Benny Rubin, with Theodore Lorch, Vernon Dent, Aileen Carlyle, Kewpie Morgan, Ed Argus, Arthur Thalasso and Carl Gerrard. Directed by Mark Sandrich.

UNTITLED COMEDY—"Nick and Tony" Series. Produced by Louis Brock. Co-starring Henry Armetta and Nick Basil. Directed by George Marshall.

Reformers Criticize The Hoover Conference

Washington.—A resolution deploring the "inadequate consideration given the destructive effect of motion pictures" at the recent Child Health meeting at the White House was made public today by the Federal Motion Picture Council.

The Council, which wants Federal censorship, said the emotional influences and the possibilities of eye strain from too many movies had been ignored by the Conference.

Committees Named By Academy President

William C. deMille, president of the Academy of Motion Picture Arts and Sciences, has appointed several standing committees for the ensuing year. The committees, with their chairmen, are:

Administering the Technical Bureau, Irving Thalberg; College and Public Relations, Lawrence Grant; Awards for 1931, Louis B. Mayer; Art and Technique programs, Frank Reicher; Dinner and Entertainment, Harry Rapf; Actor-Producer Relations, DeWitt Jennings.

The Hollywood Daily Reporter
TODAY'S FILM NEWS TODAY

Reaches More

Production Executives

(East and West)

Than Any Trade Publication In The Industry

If You Have Something To Sell Them

USE THIS MEDIUM

THE Hollywood DAILY REPORTER

Vol. II, No. 14. Price 10c — TODAY'S FILM NEWS TODAY — Saturday, November 29, 1930

EXHIBS ON CASH DEPOSIT

TRADEVIEWS
by W. R. Wilkerson

THERE is a lot to be considered in the budgeting of a picture program for the coming year. More than at any time in the history of this business because conditions have to be considered that, heretofore, were not given a great amount of thought in laying out the cost on a program of pictures.

What are these conditions and what of the consideration?

First—Producers will have to throw out any revenue from the foreign market in their estimate of money return on productions.

Second—Consideration will have to be given to the box office returns here in the United States. We all hope conditions in the theatre will pick up, but there is no definite indication that they will. If you or I had told anyone that the Capitol theatre in New York would see three straight weeks with a take under $50,000 we would have been booted right out of the conference. And what is true with the Capitol is equally true with almost all other theatres, although New York seems to be hit harder at this time than any other city.

•

ACCORDINGLY the producer cannot take past performances and records of pictures in making up his expenditures for the coming year UNLESS he wants to take the present low grosses on both good and bad pictures, and many of them will have to do this.

Production costs will have to be cut and will be cut, but where is the cut to be made? How is this money to be saved? Who will feel the cut most? And will good pictures be made at lower costs?

•

FROM our chair near the studio doors we feel that costs can be cut from 25 to 50 per cent to the advantage of the quality of the pictures by the slashing of all overhead that has never functioned and never will. There is p-l-e-n-t-y of this around every lot. Gangs of people are being carried on payrolls that should never be there. And by getting rid of such people the studios will rid themselves

(Continued on Page 3)

Pound Fox Stock

New York.—Fox Film stock was heavily pounded on the market yesterday by a bear clique, forcing it to a new low, from which it rallied to close only half a point off. The buying was for directors of the company.

RKO Will Pass Up New Amos 'n' Andy

New York.—Minus any definite statement on the part of Radio Pictures, the impression is strong that this organization will not take up its option for a second Amos 'n' Andy picture, feeling that the public, having seen these radio stars once, will want no more of them, especially at the price Radio will be forced to pay.

•

Whitbeck On Tour

Frank Whitbeck, advertising head for Fox West Coast, leaves Los Angeles Sunday night for San Francisco, Portland and Seattle. His mission is to take up with those divisions the proper newspaper advertising in an effort to eliminate all waste. He will be back in ten days and will leave a bit later for points between here and Kansas City.

Recent Supreme Court Ruling On Arbitration Makes This Move Imperative--Film Boards Remain

New York.—Inasmuch as the Thatcher decision against the producers and distributors has been upheld by the Supreme Court of the United States, the companies are going back to the old demand for cash deposits in instances where the exhibitors will not agree to arbitration.

All of the offices of the boards of trade will be kept intact for the handling of any arbitration that might come up, plus a clearance for cash deposits and general exhibitor-exchange disputes.

The cash deposit days are back again. At least, they are for those exhibitors who will not sign the arbitration clause.

The Motion Picture Theatre Owners of America ratified the new standard contract at its recent convention in Philadelphia, and most of the local State organizations have done likewise.

It is understood that the distributors will pay exhibitors bank interest on the amount of cash deposited with them for the protection of their contracts.

•

Will Hays Due Early

Due to arrive here January 4 for another conference with coast production officials, Will Hays will arrive two weeks earlier and continue his honeymoon here before he goes into the heavy conferencing.

Consol. Gets U. A. Lab Work

New York.—Herbert Yates, head of Consolidated Film Labs., announced, before sailing for Europe, that his company had just closed a contract for the printing and developing of all film for United Artists for a period of five years.

Although Yates did not say it, considerable cash money passed in this deal.

•

St. Louis Wants 10% Tax For Bond Issue

St. Louis.—The Board of Apportionment in St. Louis is considering a proposition for taxing the amusement business an additional 10 per cent to insure a $15,000,000 bond issue the city wants to launch. The exhibs are up in arms against the proposed measure.

•

U. A. May Distribute Columbia In England

New York.—Joe Brandt, of Columbia, and Arthur Kelly, of United Artists, are on a deal that may provide for U. A. to distribute all Columbia product in the United Kingdom.

•

Cantor To Do Dialog

Eddie Cantor has been engaged by Fox to write the dialog for "Mr. Lemon of Orange," which will go into production shortly with El Brendel, Fifi Dorsay, Frank Albertson, Marguerite Churchill, Louise Huntington and the blackface team of "Black and Blue" in the cast. John Blystone will direct.

SEVENTEEN COMING FROM PARA. EASTERN STUDIO

New York.—Fifteen feature productions, in addition to two already completed there, will be made at the Paramount Long Island studios between now and next August, according to Jesse L. Lasky.

Well-known stage and screen writers have been gathered together to prepare the story material. On the list are the names of Donald Ogden Stewart, Preston Sturges, Austin Parker, Ursula Parrott, Ernest Vajda, Dana Burnett, Rosalie Stewart, Frances Goodrich, Albert Hacket, Gertrude Purcell, Jack Kirkland, Paul Gangelin, Dave Goodman, Samson Raphaelson

(Continued on Page 2)

Quigley Establishes New Holding Company

New York.—Martin Quigley has established a holding company to take over the Exhibitors Daily Review. It will be known as The Motion Picture Daily Corporation, and will have 100 shares of comomn stock.

•

Harry Brand Better

Harry Brand, publicity head of United Artists studio, who was operated on for appendicitis at the Methodist Hospital, is improving rapidly.

THE BEST XMAS GIFT — A YEAR'S SUBSCRIPTION TO THE HOLLYWOOD REPORTER — THE INDUSTRY'S FASTEST GROWING PAPER.

THE REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741
New York office No. 110 West 40th Street
J. A. Milligan, New York Manager
Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Things are coming to a pretty pass in the fields of education and publication when Harvard University and the Evening Herald, of Los Angeles, select a circus man, a graduate of Barnum & Bailey, a short-change artist, second man for Harry Clay Blaney, a side show tout and grifter, for copy and information. Harvard University has written Frank Whitbeck a request to include his name on the board of advisors of its faculty for their School of Business. And right on top of this, Herr Whitbeck gets his name in the Stockton comic strip in the Herald. We would not be surprised to see Bull Montana's name in the list of guests at Mrs. Vincent Astor's any day now.

•

Business at Loew's State and the Carthay Circle, as reported by this publication in yesterday's paper, got a rise out of the MGM studio. We printed that "Remote Control" at Loew's State grossed $22,500. The studio corrects us with a figure of $26,000. We reported "Min and Bill" doing $19,500 on its first week, and MGM informs us that the gross was $21,500. Our check on the two houses was pretty close. We may have been wrong. However, Mr. MGM, "Min and Bill" sold out at yesterday's matinee and everything looks great for the Carthay run of this picture.

How's that?

•

He came from the East with a contract to handle exploitation for one of the Coast theatre chains, but it wasn't long before he became acclimated to the Hollywood sunshine and customs. He took the bows for work created by other people and, when he departed, just recently, to take a job in the East, he left a trail of bad checks and debts incurred through the friendship of his fellow workers. Among the debts was the walking-out on a $50 doctor's bill of a fellow press agent, $80 for a set of tires bought through the theatre, and a $200 note endorsed by another friend. He is now in a town where they bump off guys for less than this.

Release Print Standard Liked

The Technical Bureau of the Academy of Motion Picture Arts and Sciences has instituted an educational campaign to facilitate the use of the new standard release print, which has been adopted by major producers.

Booklets of instructions have been sent to 30,000 people who handle prints, and 25,000 instruction cards have been sent out. Co-ordination of studios, laboratories, theatre circuits and projectionists is going on, the Projection Advisory Council being active in this work.

Leading projectionists throughout the country have been appointed as representatives of the Council and all independent theatres are being reached as rapidly as possible. Instruction books are being distributed by Film Boards of Trade, and the board secretaries are serving as contacts with exchanges and theatres.

•

Cleary In Radio With Coast Chain

Maurice Cleary, former treasurer of United Artists and later manager for Gloria Swanson, is in the radio field with a string of stations on the West Coast, known as the United Broadcasting Company.

•

"Cat Creeps" Goes Big

Mexico City.—Universal's Spanish version of "The Cat Creeps" closed its first week of a long run at the Bal Mori theatre by breaking all existing records of gross for this house, the largest in Mexico City. Lopita Tovar, who has the feminine lead in the picture, is making personal appearances and has been elected "Sweetheart of Mexico."

•

17 From Para. Eastern

(Continued from Page 1)

and Louise Long.

The list of productions follows:

"Stolen Heaven," starring Nancy Carroll; "Sex in Business," with Claudette Colbert, Fredric March and Charlie Ruggles; "Her Past," co-starring Tallulah Bankhead and Clive Brook; an untitled original screen story by Preston Sturges, starring Maurice Chevalier under Ernst Lubitsch's direction, with Miriam Hopkins in the leading feminine role; "Up Pops the Devil," starring Nancy Carroll, with Fredric March and Charlie Ruggles; "Mendel, Inc." starring Joe Smith and Charlie Dale; "Schoolgirl" with an all-star cast; an untitled all-star production with Clive Brook heading the cast; "Week End," with Claudette Colbert, Fredric March, Miriam Hopkins and Charlie Ruggles; "Wild Beauty," starring Nancy Carroll; "The Man I Killed," an Ernst Lubitsch production; a second and as yet untitled Chevalier-Lubitsch production; and three untitled productions scheduled for filming next Summer.

"Follow the Leader," with Ed Wynn, and "The Royal Family," with Ina Claire, Fredric March, Mary Brian and Henrietta Crosman, are completed and are being edited.

On Broadway the Coming Week

CAPITOL—"Min and Bill."
ROXY—"Lightnin'." New.
WARNERS — "Viennese Nights." New.
STRAND — "College Lovers." New.
WINTER GARDEN — "Life of the Party."
HOLLYWOOD—"Kismet."
ASTOR—"War Nurse."
GLOBE — "Madonna of the Streets." New.
RIALTO — "Lottery Bride." New.
RIVOLI—"Morocco."
PARAMOUNT — "Fast and Loose." New.
CENTRAL—"Today."
CRITERION GAIETY — "Hell's Angels."
MAYFAIR—"Sin Takes a Holiday." New.

Fox Studio Leads Chest Donations

Fox studio leads the list in contributions by its employees to the annual Community Chest fund drive. The total for all studios is $125,795, with the following amounts subscribed:

Christie-Metropolitan, $623; Educational, $407; First National, $6600; Fox, $42,286; MGM, $30,682; Paramount, $13,000; Pathe, $2048; RKO, $3400; Sennett, $184; United Artists, $14,719; Universal, $6383; Warner Brothers, $2500; Chaplin, $500; Columbia, $1800; Tec-Art, $150; Tiffany, $513.

•

Stanley Company Report

Stanley Company of America, over 99 per cent of whose capital stock is owned by Warner Bros. Pictures, Inc., reports for the year ended August 30 last net profits of $1,366,992. In addition, there was an intercompany profit of $5,926,138 arising from the sale by Stanley Company of America of its holdings of First National Pictures, Inc., common stock to Warner Bros.

•

New Theatre for Bronx

New York.—The Bronx is to have a new 1500-seat picture house, located in the Pelham Parkway district, on White Plains Road. It will be a two-story building, occupying an entire block front, and will have twenty stores as well as the theatre.

•

Schertzinger's First

"Madame Julie," a stage play by Irving Kaye Davis, will be Victor Schertzinger's first directorial assignment for Radio Pictures. Mr. Davis is the author of "Courtesan" and "Diana," both stage plays.

•

Wesley Stout Drops In

Wesley Stout, associate editor for The Saturday Evening Post, arrived in town yesterday on the last leg of a trip that carried him over the country on a special story assignment. He left last night for Philadelphia.

Dane and Arthur Break Records

Indianapolis.—The Lyric, with Karl Dane and George K. Arthur in person, did the business of the week, breaking all Saturday and Sunday box-office records for the house. They also gave out interviews and scouted around in the children's hospitals.

"The Big Trail" flopped at the Apollo, and "Feet First" had a poor second week at the Circle. Business at the Indiana with "One Night at Susie's" was only fair. "Check and Double Check" at popular prices did well at the Ohio, and business was very good at the Palace with "War Nurse."

For the coming week: Circle—"Laughter." Indiana—"Half Shot at Sunrise." Palace—"Min and Bill." Apollo—"Old English."

•

Plaza Theatre At St. Petersburg Re-opens

St. Petersburg, Fla.—One theatre re-opened this week, while another closed. The Plaza, closed for the summer, opened Thursday with "Half Shot At Sunrise." The Pheil closed after the last showing of Harold Lloyd's new picture Wednesday night.

The E. J. Sparks Enterprises, lessees of both theatres, recently spent $30,000 on the Plaza. Western Electric sound equipment has been installed, the theatre re-decorated inside and out, a huge Neon sign installed, and padded seats put in. Jess Clark, who was state supervisor for Publix theatres for a year or so, is manager. With the closing of the Pheil, Jess Marlowe, who has been manager, goes to the Imperial theatre in Jacksonville. The closing of the Pheil, a 900-seat house, is only temporary. It probably will open Christmas. The Plaza seats 1,700.

"Tom Sawyer" topped pictures here in the last two weeks, doing a capacity business at a children's matinee and holding up well for two days. The Alcazar had the best business of any theatre, drawing 1,000 or more day after day, which is regarded as good business.

•

"Danger Lights" The Best In Jacksonville

Jacksonville. — "Danger Lights," which opened here with a midnight matinee, is doing the best business in town. "The Silver Horde," "Fast and Loose," "Du Barry" are all doing below average. "The Squealer" is doing the house quite a bit of good, and "Sunny," "The Big Trail" and "Widow From Chicago" are average.

The new pictures are "Derelict," "A Lady Surrenders," "The Cat Creeps," "Hell's Angels" and "Devil With Women."

•

Directors Back To Work

William Wyler returned this week from a four-months' tour of Europe and is resuming work as a director for Universal.

Paul Sloane, director for Radio, also returned last night from a visit to Europe. He is now preparing to start his next picture for Radio.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METRO-GOLDWYN-MAYER

This plant has dropped from six features in work to four and one foreign version, with twelve features in final preparation, ready to start within the next six weeks, and six in final editing stages.

Pictures in Production

"BACHELOR FATHER"—From the Edward Childs Carpenter play, with Marion Davies starring and C. Aubrey Smith in support. Robert Z. Leonard directing.
"INSPIRATION"—From an original by the staff, directed by Clarence Brown, with Greta Garbo starring and Robert Montgomery, Marjorie Rambeau and Judith Vosselli in the cast.
"DANCE, FOOLS, DANCE"—Is being directed by Harry Beaumont, with Joan Crawford as star and Lester Vail in support.
"THE EASIEST WAY"—From the stage play by Eugene Walter. Constance Bennett starring, Robert Montgomery as leading man and Adolphe Menjou in support. Jack Conway is directing.
"CALL OF THE FLESH"—In French, with Ramon Novarro starring and directing.

Pictures in Preparation

"THE SECRET SIX"—From an original by Frances Marion, to be directed by George Hill, with Wallace Beery and Marjorie Rambeau featured.
"DAYBREAK"—From the Arthur Schnitzler play, to star Ramon Novarro.
"THE GREAT LOVER"—From Leo Ditrichstein's stage success, starring Adolphe Menjou.
"THE SQUAW MAN"—From Edwin Milton Royle's play. Scenario by Josephine Lovett, dialog by Gladys Unger and Elsie Janis. C. B. DeMille will direct, and Roland Young is the only member of the cast selected.
"GENTLEMAN'S FATE"—Based on the Ursula Parrott story, to be directed by Mervyn Le Roy.
"THE SHEPHERD OF GUADALOUPE"—From an original story by Zane Grey.
"STRANGERS MAY KISS"—From the Ursula Parrott novel, to be directed by George Fitzmaurice, with Norma Shearer starring.
"SUSAN LENNOX"—From a novel by David Graham Phillips, with George Hill to direct and Greta Garbo starring.
UNTITLED—Buster Keaton comedy now in the process of story preparation by the staff, with Ed Sedgwick to direct.
"IT'S A WISE CHILD"—From the play of the same same, in which Marion Davies will be starred.
"FIVE AND TEN"—From the Fannie Hurst novel, now in its final stages of screen treatment by A. P. Younger, will go into production within the next three weeks under supervision of Bernie Hyman. Cast and director now being scouted for.
"GET-RICH-QUICK WALLINGFORD"—To star Bill Haines is now in final preparation after two years of trying to get a suitable screen treatment. A. P. Younger is now on the final treatment.

Pictures in Final Editing

"NEW MOON"—Directed by Jack Conway, with Lawrence Tibbett and Grace Moore co-featured.
"WITHIN THE LAW"—From Bayard Veiller's play, with Joan Crawford starred and Robert Douglas, Purnell Pratt, William Bakewell and Marie Prevost in the cast. Sam Wood directed from continuity by Lucien Hubbard and Charles MacArthur.
"TRADER HORN"—Which has reached cutting room after eighteen months. From the novel by Ethelreda Lewis, adapted by Dale Van Every, John Thomas Neville, Richard Schayer and Cyril Hume. W. S. Van Dyke, director, with Edwina Booth, Harry Carey and Duncan Renaldo in the cast.
"THE SOUTHERNER"—From an original by Bess Meredyth and Wells Root, directed by Harry Pollard. Lawrence Tibbett is the star, supported by Esther Ralston, Theodore von Eltz, Hedda Hopper and H. B. Warner.
"THE GREAT MEADOW"—From the novel by Maddox Roberts, directed by Charles Brabin, who also collaborated on the continuity. Cast has Eleanor Boardman, John Mack Brown, Lucille La Verne, William Bakewell and Gavin Gordon.
"A LADY'S MORALS"—In French, with Grace Moore starring, Andred Luguet as leading man and C. W. Robinson directing.

Award For Studio Artist

James Hyde, formerly art director of the Pasadena Community Playhouse and now with Paramount, won the studio's semi-annual award of merit for the best artistic contribution to the scenic detail of a picture. A large decorative panel, done in oils and crayon for Clara Bow's "No Limit," won the prize.

Grego At Cinephone

Ralph Like, head of Cinephone studios, has engaged the services of Jack Grego, former sound engineer at the Metropolitan studios.

Roxy Expected Sunday

New York.—S. L. (Roxy) Rothafel, who has been abroad for several weeks, is expected home Sunday.

Conference To Discuss Picture Tie-ups Called

New York. — The Screen Advertisers' Association, which is the picture department of the Advertising Federation of America, is sponsoring a conference to be held here January 28-30, the object of which is to acquaint advertisers with the potentialities of advertising on the screen.

Agencies, advertisers, producers, exhibitors and equipment manufacturers have been asked to attend.

2 Girl Leads For Oakie

Frances Dee and Jean Arthur will be leading women for Jack Oakie in his next Paramount picture. It will be based on "June Moon," although it will not have that title. Eddie Sutherland will direct, and Keene Thompson and Henry Myers are doing the adaptation.

Orchestra To Go Back

London. — Because of the overwhelming sentiment of patrons in favor of an orchestra, the musicians at the Princess theatre, let out when talkies came in, have been reinstated. Other houses are expected to do the same.

'Reaching for Moon' Done

Shooting has been completed on "Reaching For The Moon," the United Artists production with Douglas Fairbanks and Bebe Daniels heading the cast.

Economy Wave Reaches Studios

The studios apparently have become impressed with what Adolph Zukor, Louis Mayer and other heads have been saying about reducing production costs. At the Fox studio several stories have been abandoned because they will cost too much to produce.

It is said that Fox is now seeking stories that can be made for $200,000 to $300,000, and will not tackle anything the cost of which will run to $500,000.

Several of the other big studios, notably Paramount, are taking the same attitude with regard to negative costs.

Chatterton Film Title

"New Morals" is the current title of Ruth Chatterton's next picture for Paramount, made from a story by John van Druten. John Cromwell will direct, and Juliette Compton will be in the cast.

Educ. Closes Exchange

New York.—Educational has closed its exchange in Portland, Oregon, and will distribute its product through Tiffany.

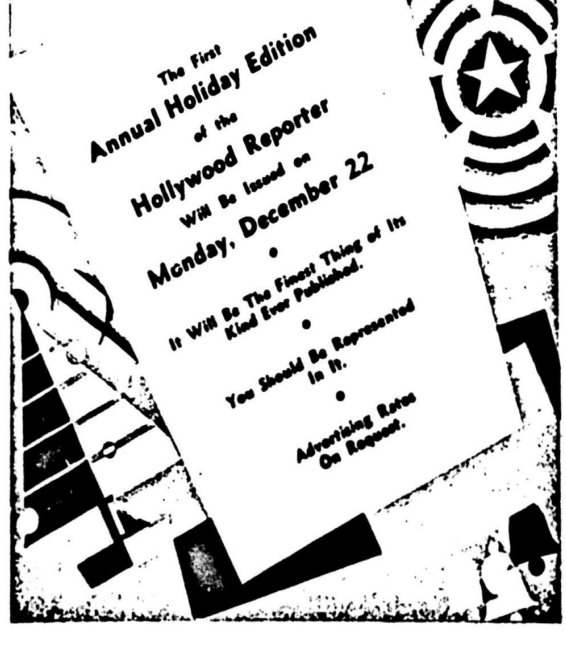
"Dishonored" Near End

"Dishonored," Marlene Dietrich's second picture for Paramount, is scheduled to be finished tomorrow.

1ST ANNUAL HOLIDAY EDITION OF—

THE REPORTER

TODAY'S FILM NEWS TODAY



Business Still Bad In New York, Chicago, Phila.

(Continued from Page 1)

rific nose dive to $8,500. The picture had two good weeks, one fair week and this flop of last week.

EGYPTIAN—Played "Up The River" to a fair gross of $5,100.

LOEW'S STATE—Playing "Remote Control" was not good, nor was it bad. About $22,500, showing a loss of about $3,500 for the house, but it has had many worse weeks recently.

ORPHEUM—Played the Pathe picture, "Her Man" behind a tremendous local ballyhoo for Helen Twelvetrees, the star of the picture. Business fair at $15,800.

PANTAGES — Had Paramount's "Laughter" as the attraction and even with this it could not pull itself out of the slump that has engulfed the house for the past two months. In plenty of red with $12,000.

RKO—"The Silver Horde" the picture. Business not so good, $12,400 gross.

PARAMOUNT—Playing the latest Oakie picture, "Sea Legs," the house was in the red with a gross of about $19,000.

WARNER'S DOWNTOWN—Playing a day and date with the Hollywood on the Marilyn Miller picture, "Sally," the gross in this house will better $19,500.

WARNER'S HOLLYWOOD—$21,000 with "Sally."

UNITED ARTISTS—Playing the Harold Lloyd picture, "Feet First." This is the second week and business O.K with $16,500.

●

N. Y. Business Worse Instead of Better

New York.—Business in the first-run theatres, which has been seeing new lows recently, is not showing any improvement. On the contrary, it seems to be growing worse instead of better. For the past week, the Rivoli, with "Morocco," was about the only one that held up, doing close to $55,000 on the week. Other grosses were:

ASTOR—"War Nurse" in its fifth week, pulled $11,500, just about the same as the preceding week.

CAPITOL—Played "Brothers" and was badly off, doing around $43,000.

CRITERION-GAIETY — The combined gross for the seventeenth week was about $7,800 a heavy loss for Howard Hughes. Liable to go out any time now.

GLOBE—"The Cat Creeps" got $16,700, more than $5,000 under the previous week. This is its second week.

HOLLYWOOD—"Kismet" in its fourth week slumped badly, doing about $8,750, a drop of more than $4,000 from the week before.

MAYFAIR—"Tal'able David" could pull only $18,800 for its first week, which is not good.

PARAMOUNT—Receipts here for "Laughter" were nothing to brag about. Around $74,000.

RIALTO—"Feet First" in its fourth week slumped to $28,500, a drop of $6,000 from the preceding week.

ROXY—"The Dancers" picked up a bit over the previous week, cashing in $63,800, about $5,000 better than last week.

STRAND—"Doorway To Hell" in its fourth week holding up fairly well. Showed loss from preceding week but got around $27,000.

WINTER GARDEN—"Life of the Party," also in its fourth week, dropped quite a bit, pulling in about $24,500.

●

Business In Chicago Houses Still In Dumps

Chicago—There was nothing in the box-office sheets for the past week to make exhibitors throw up their hats and cheer. The sad story:

CHICAGO—Played "Derelict" and got about the same as last week with "Three French Girls", $42,400. Just fair.

McVICKERS—"The Big Trail" in its fourth week went off about $5,000, getting $23,300.

ORIENTAL—Was badly off with "Remote Control," taking $27,800, only about two-thirds of what it got the week before with "Her Wedding Night."

PALACE—This house, showing "Heads Up," was also off badly, getting $21,300, as against $29,500 the previous week.

ROOSEVELT—Second week of "Up the River" pulled the gross down to a little over $14,000, $5,000 less than preceding week.

STATE-LAKE — "Danger Lights," following the third week of the Amos 'n' Andy picture, brought the gross back to $31,350.

UNITED ARTISTS — "Lottery Bride" kept fairly even in its second week, doing $14,800.

●

Philadelphia Houses Showing Low Grosses

Philadelphia —The local exhibitors are turning purple, a combination of the red on the box-office statements and the blue in their feelings. Here's the news:

BOYD—"War Nurse" went off more than $6,000 from the previous week, getting $14,300.

EARLE—"The Gorilla" pulled in around $20,500, better than last week with "Widow From Chicago."

FOX—"The Big Trail" did not do as well as "Laughter," getting $27,400 against $31,000 the week before.

MASTBAUM — "Remote Control" pulled this house up a bit. The take was $37,700, better by $2,500 than "College Lovers" the preceding week.

STANLEY—This house was the leader for the week, getting $22,400 with 'Half Shot at Sunrise."

PRODUCTION NOTES

Tom Dugan has been engaged by Tiffany for a role in "The Single Sin," in which Kay Johnson will be featured.

●

Ken Maynard's next for Tiffany will be "The Two-Gun Man," from a story by Jack Natteford.

●

Gilbert Emery has replaced Paul Lukas in the cast of "Ladies' Man" at Paramount.

●

Regis Toomey will play the comedy "heavy" in Paramount's production of "The Haddocks." Jackie Searle is in the cast.

●

Marjorie Rambeau in the cast of "The Easiest Way" in which MGM is starring Constance Bennett.

●

Harold Beaudine will direct the next "Vanity" comedy for Educational-Christie at the Metropolitan studios.

●

Addie McPhail and Stanley Blystone engaged for the cast of Clyde Cook's next "Mermaid" comedy, directed by Arvid Gillstrom.

●

Wallace Smith is adapting "Children of the Streets," in which Betty Compson will be featured by Radio.

●

U.A.-Fox Quarrel Is Settled Amicably

New York —It is announced that the trouble between United Artists and Fox West Coast has been settled amicably. Al Lichtman, in charge of sales for United Artists, who has been on the Coast, is said to have played the role of peacemaker. He returns to New York today.

●

"Jelly Matinee" Today

The Junior Members of the Beverly Hills Women's Club will hold their fourth annual "Jelly Matinee" at the Fox Wilshire theatre today. A jar of jelly or jam admits. Same price for adults or children. The proceeds go to orphanages and charitable institutions. The picture is "Half Way To Heaven."

B.B.B. Says:
A BITE, A LAFF WITHOUT FORMALITY
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 Hollywood 9159

MURRAY SMITH
AND HIS ORCHESTRA
Now at Eddie Brandstatter's
MONTMARTE CAFE
HOLLYWOOD

Austria Raises Bar For U. S. Films

Vienna —A new bar has been raised by Austria against American talking picture producers, making it almost impossible for them to do business in this country. The new deal is said to be the result of a secret agreement between Austrian and German film interests, which is opposed to the St. Germain treaty.

Under a law passed five years ago foreign talkies imported into Austria must buy three contingents, or import licenses. The Austrian and German film people, however, have agreed to supply each other free with all contingents needed for export of film to other countries. For the rest, the American exporters must pay heavily. American film interests are to protest to Washington.

●

20,000 Stage Folk Jobless In N. Y.

New York.—It is estimated that there are at least 20,000 actors of various branches of the profession out of work in New York today. In addition to that, fully half of the 900 union stage hands are idle.

Last Thanksgiving week saw 58 legitimate shows running in New York and thirteen openings set for the week. This week sees forty shows barely getting along, only four openings set and the subway circuit practically dead.

There are fifty chorus girls for every job and this is made worse by the fact that there are very few big musical shows running or planned.

●

Tom Moore added to cast of "Last Parade," for Columbia.

DICK POLIMER
Agency GLadstone 6139
Current Engagements
Franklin Parker
in "MILLIE"
Chas. Rogers Prod

CHARLES GEORGE SAXTON
STORIES and DIALOGUE
FOR RADIO PICTURES

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 3954

"TRADER GINSBURG"—RKO Directed by Mark Sandrich
"Lots of laughs in 'Trader Ginsburg' . . will rate another winner in short field."—Hollywood Reporter.

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

We hear tell that Jack Gilbert had himself and his luggage down at the depot a few days back, all ready to leave for New York and Europe, hoping to spend Xmas in dear old St. Moritz. Then, just as the train was about to leave, he was presented with a paper to sign from the studio, which said something like: "No workee, no salary." Jack was in a huff, but his body and his bags remain in Hollywood.

●

Two execs were discussing the part one of their stars was to play in a coming picture. "She has been divorced four times in the picture," said one. "Ach!" said the other, "give it more production value; make it eight divorces!"

●

Although Marlene Dietrich has never appeared on the American screen or made a public appearance on the stage here, when she walked into the Chinese Theatre for the opening of "Morocco" the other night, the sidewalk fans recognized her and cheered lustily.

●

RKO thinks so much of La Tashman's taste that the studio requested permission to copy the star's own clothes for her to wear in "Millie," the picture in which Lilyan is playing one of the leading roles at the moment.

●

One of the tough juvenile actors about Hollywood, who can only get his name in the papers by slugging some more prominent personage of the screen colony in public, went on another rampage the other night and paraded up and down Hollywood Boulevard in pajamas and a muskrat coat, carrying on an imaginary conversation over a telephone.

When asked at the police station where he got the telephone, he couldn't remember, but, on checking up with the number on the disconnected phone, they traced the owner. He happened to have a beer joint and the investigation was rewarded by a neat raid. Owner of the joint is now figuring on coming back at the actor for the fine caused by his tip-off.

"THE RIGHT TO LOVE" HAS LIMITED APPEAL

"THE RIGHT TO LOVE"
Paramount

Direction.....Richard Wallace
Starring.....Ruth Chatterton
From Story, "Brook Evans" by.....
.....Susan Glaspell
Screen Play .....Zoe Akins
Photography .....Charles Lang
Film Editor.....Eda Warren
Cast: Paul Lukas, David Manners, Irving Pichel, Louise McIntosh, Oscar Apfel, Veda Buckland, Robert Parrish, Lillian West, Edna West, Ruth Lyons, George Baxter, William Stack, George Pearce.

Taken from the beautiful story, "Brook Evans," "The Right to Love" in its screen translation proves itself a great emotional vehicle for Ruth Chatterton, and has lost none of its pathos or moving drama in the telling. Just how much this story of love and sacrifice will please the fans who have come to expect more colorful roles from this star is problematical, but the picture is worthy of attention and applause.

Naomi, a girl of the '90's, is forbidden the company of her sweetheart, who loves her as dearly as she loves him, and he is killed accidentally at the peak of their romance. To save her name, she is forced into marriage with Caleb Evans, an austere but kindly man, and goes West with him. Years later she attempts to give her daughter (the child of her early love) all the freedom which was denied herself, and tells her the circumstances of her birth. The girl breaks the mother's heart in her revulsion of feeling at this revelation, turning to the father becoming a missionary worker and going to China. Only in the end, when she meets a man of the world who loves her, does she realize her mother's great understanding, and take "the right to love."

Miss Chatterton plays both the mother and daughter with finesse, but we are afraid that the "double exposures" (expertly done) will divert much attention from scenes which might otherwise wring the heart. We feel that the story would have gained much by being told in flash-back or some other manner.

David Manners, as the young lover, was excellent, as was Irving Pichel as Caleb Evans. Paul Lukas, in a part that was all too brief, played with his usual charm and succeeded in "highlighting" the final sequences.

The direction of Richard Wallace is at all times fine, and shows great understanding and restraint. The photography, by Charles Lang, is exquisite —especially the exteriors, which are rich in beauty.

"The Right To Love" can hardly be termed a "box-office wow" for its appeal is surely to the intelligent. There is nothing in it for flaming youth or thrill-seekers, but the title of the picture and its fine cast should draw, and once drawn, audiences should be more than satisfied with the story, which is a real and lovely thing.

●

Grace Moore To N. Y.

Grace Moore left for New York Thanksgiving eve to begin a concert tour that will last until late in February. Her contract with MGM will not come up for renewal until after the release of "New Moon," the second picture under this contract.

●

Wanda Hawley In Lead

Wanda Hawley, once a favorite leading screen actress, is attempting to stage a comeback in a feature Western now being produced for Westcoast Productions at the Cinephone studios. She is playing the lead opposite Buffalo Bill, Jr.

●

Bill Younger Busy

Having just completed the screen treatment for Fannie Hurst's "Five and Ten," to be produced by Bernie Hyman for MGM, Bill Younger is now working on the treatment of "Get Rich Quick Wallingford," to star William Haines.

●

"Squaw Man" Delayed

Production on the talking version of "The Squaw Man," scheduled to have started today, has been postponed until the recovery of C. B. de Mille, who is now recuperating from an operation.

Company To Make Films For Latin-America

E. T. Ricci, head of the Argentine-American Film Corporation in New York for the past ten years, is now in Hollywood, organizing a production company to be devoted to the making of Spanish pictures direct for the Latin-American market.

The company will operate here, with headquarters at the Darmour studios, under the firm name of Spanish Talking Pictures Corp., and will make 24 feature length pictures within the next year.

●

Barthelmess Coming Back

New York.—Richard Barthelmess leaves here for Hollywood today.

●

Archie Mayo Heads West

New York.—Archie Mayo, Warner director, has returned from Europe and leaves for the Coast this week-end.

●

Thomas Meighan Coming

New York.—Thomas Meighan will leave for Hollywood during New Year's week to appear in "Young Sinners" for Fox.

●

New Columbia Manager

Pittsburgh.—Martin Solomon has been appointed manager of the Columbia exchange here, replacing Joe Wolf, who resigned.

●

Virginia Corbin Back

New York.—Virginia Lee Corbin has just returned after a year in Europe and left at once for Hollywood.

Busy Month Ahead For Pathe Studio

Starting of "Lonely Wives" under the direction of Russell Mack at Pathe studios tomorrow will be the forerunner of one of the heaviest production months at this studio for more than a year. Four other feature productions and the usual quota of shorts will follow "Lonely Wives" in rapid succession, with all slated to be in work within the next two weeks.

Features to start include "This Marriage Business," from an original by Myron Fagan, with Helen Twelvetrees starring under the direction of Joseph Santley; an original story by James Seymour, as yet untitled, to be directed by Al Green; "Rebound," with Ann Harding starring, under direction of E. H. Griffith, and a Constance Bennett feature from an original now being prepared by Ernest Pascal, with Paul Stein slated to direct.

●

Ralph Ceder To Start New Short At Once

Immediately upon completion of "Harold Sees The Indians," Ralph Ceder's first two-reel comedy for Pathe, he was assigned to direct another with practically the same cast, including Daphne Pollard, Ginger Connelly, Edgar Kennedy, Arthur Housman, Herbert Prior and Marion Lord. The new short will be released under the name of "Thank You Doctor," a sequel to "America or Bust." Mauri Grashin penned the original, with Paul Girard Smith on the screen treatment.

●

More Novelty Shorts

Harold Austin and Jack Draper, who made the "Tuna Fishing Expedition" short now running in connection with "Min and Bill" at the Carthay Circle, are set on making a series of similar novelty shorts off the coast of Mexico. These boys made the first short on speculation and sold it to MGM.

●

Pretty Soft For Keaton

In his next picture at MGM, as yet untitled, Buster Keaton is going to be surrounded by some of the prettiest girls on the screen. Natalie Moorhead has just been signed, and others will be Dorothy Christy, Joan Peers and Sally Eilers.

●

Buddy Rogers To Coast

New York.—Charles "Buddy" Rogers, just back from his long vacation in Europe, has left for Hollywood, where he will start on his next picture, "It Pays To Advertise." He will make personal appearances in several cities on his way to the Coast.

●

MGM Writers Moving

The music building, recently completed at a cost of $100,000 on the MGM lot at Culver City, is being converted into office quarters to house the scenario writing staff.

●

Himm to Make Short

"Julius Caesar in Hollywood" will be transferred to the screen in a novelty short to be produced by Otto Himm, a former cameraman.

THE Hollywood DAILY REPORTER

Vol. II, No. 13. Price 10c — TODAY'S FILM NEWS TODAY — Friday, November 28, 1930

RKO-PATHE DEAL IS SET

TRADEVIEWS
by W. R. Wilkerson

THE production supervisor is the main foundation for the production of good pictures. This individual can make or break any production. The success of any picture is more in his hands than in those of any other individual connected with a studio.

The main reason for so many bad pictures in this industry at present is the fact that there are not ten men employed in the studios today who can, in any manner or form, measure up to the title of "supervisor of production."

•

GIVEN the greatest producer in the business, in the best studio. Supply him with a story, cast and director that have all the earmarks of a hit. If the individual in charge of this unit, the supervisor, does not know his business, the story, the cast, the direction and all else will not matter. If the fellow is a lunk-head, his interference will break the best story, will disgust the best director, will discourage the best cast.

The supervisor is all-important. The man to own this title and merit it must know story, direction, all angles of production, and must be an individual who can cope with any situation. He must be a diplomat to quiet the ill-feeling of the writer, the star, the director and the producer, in order to get the most out of them. He must know costs and how best to get around them. He MUST know EVERYTHING that all other single individuals contribute to the making of a picture.

•

AND THE sooner production heads realize the fallacy of taking care of a friend, a relative or a friend of a friend who wants to crash in on some soft money without contributing anything but his presence, and designating him as "supervisor," just so soon will the production of pictures be lifted to its proper level.

A good supervisor is cheap at any figure; a bad one (the average in the studio today) is costing the industry millions upon millions in lost revenue, in addition to discouraging every element that has any chance of contributing real brains to the making of successful pictures.

Former Company Calls Meeting To Ratify $5,000,000 Purchase--Pathe To Ask Approval Of Stockholders

Dispatches from New York state that the RKO-Pathe deal, so often reported and as often denied, is now believed to be definitely set. A special meeting was called by RKO, the purpose of which was to secure the ratification by the RKO directors of the proposal to take over Pathe Exchange, Inc., for a sum reported to be $5,000,000.

Pathe, it is understood, will at once send out twenty-day notices to all its stockholders, asking their approval of the deal.

Some discussion has been had as to a plan for the merging of the exchanges of the two companies, but no definite decision has yet been reached on this point.

Joseph Schnitzer, president of Radio Pictures, stated yesterday that he had no information of the meeting and knew nothing about it. President E. B. Derr, of Pathe, could not be reached.

A further verification of the truth of this report is seen in the fact that RKO theatres are launching a nation-wide newspaper advertising campaign for "Sin Takes a Holiday," a Pathe picture, using RKO money.

•

Big N. E. Chain For Morris Kutinsky

Boston.—Morris Kutinsky is opening headquarters at the Statler Hotel here and will start preparations for the operation of a chain of about 150 theatres in New England.

His name has been mentioned in connection with the Harold B. Franklin independent chain, but nothing definite is known of Franklin's connection with this New England deal.

•

Warners To Build 12

New York.—The plans of Warner Brothers include the building of twelve theatres on the Pacific Coast, starting soon after the first of the year. This will be done, it is said, regardless of any deals pending.

•

Skouras A Warner V.-P.

New York.—Spyros Skouras is soon to be given a new contract by Warner Brothers which will make him a vice-president.

New Warner Deal Fine For Exhibs

New York.—A new policy which should please all exhibitors is to be instituted by Warner Brothers. The future policy of Warner-First National will be to deliver to every exhibitor the pictures that are sold him, or to give him substitutes gratis.

It is understood that this clause will be written into the exhibitor contracts if desired. Warner-First National is the first company ever to make such an offer to its customers.

Franklin To Tell Plans In Few Days

Harold B. Franklin's official announcement of his plans for an independent chain of theatres will be made within a few days. Mr. Franklin may make the announcement by wire from New York, where he now is, or he may withhold it until he arrives in Hollywood early next week.

In the meantime preparations are being made here for the start of business immediately upon his return. He has leased the one-story Security Bank building on Hollywood Boulevard and will open offices there, occupying all the space.

The furnishings of these offices have been purchased and are being installed, so that everything will be ready to start with a rush the moment H. B. returns. It is understood that every detatil of the deal is now completed and that the chain will start with more than 100 theatres.

•

Nice Deal For Columbia

New York.—Columbia reports that it has sold its entire product to the Fox Midland chain of 24 houses and the Joe Seider chain of 16 houses on Long Island.

'MIN & BILL' & 'MOROCCO' START BIG IN DULL WEEK

Business in Los Angeles during the week ended Wednesday was livened to a great extent by the openings of "Min and Bill" at the Carthay Circle and "Morocco" at the Chinese. Both of them seem to be in for unusually good runs when everything is taken into consideration.

"Min and Bill" in the first seven days of its run, (including the $5 opening night) will better a gross of $19,400, which is excellent business for the house and picture. "Morocco" had a $7,100 opening Tuesday night, with a trifle better than $5,000 on Wednesday's matinee and night. These two days brought in more receipts than the entire last week's run of "Big Trail" in the same house.

Otherwise, business was pretty punk in the principal houses of Los Angeles. Here are the figures.

CRITERION—The fourth and last week of "Billy the Kid" took a ter-

(Continued on Page 3)

Record For Pathe Film

Boston. — Pathe's "Sin Takes a Holiday" shattered all house records for the Keith Memorial over the last week-end. It did $700 more for the first three days than the Amos 'n' Andy picture, which held the previous record for the house.

•

"Up Pops the Devil" Soon

Nancy Carroll's next picture after "Stolen Heaven," on which she is working now, will be "Up Pops the Devil." It will be made at the Paramount Astoria studio, and Frederic March and Charles Ruggles will be in the cast.

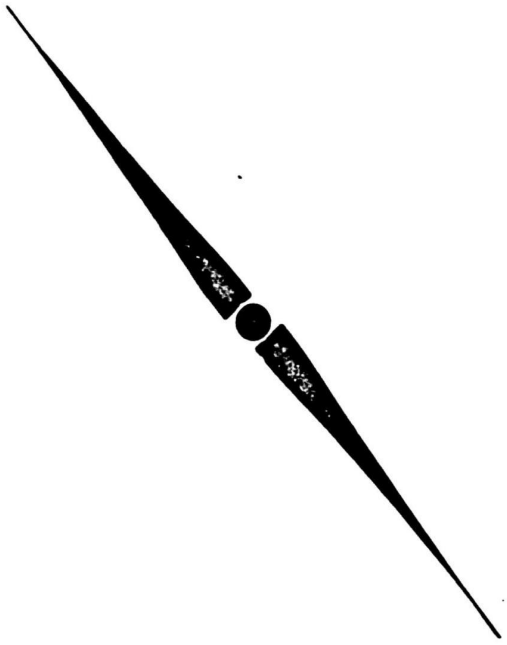
•

Para. Buys "School Girl"

Paramount has bought the screen rights to "School Girl," one of the recent Brodway hits, and will produce it at the Eastern studio.

BETTER BE SAFE! Get Your Copy In Now for the Holiday Edition of the Hollywood Reporter. Out December 22.

Congratulations
On A Great
Paper



Adolphe Menjou

The Hollywood Reporter DAILY

Vol. II, No. 12. Price 10c — TODAYS FILM NEWS TODAY — Wednesday, November 26, 1930

PAR., WARNERS AND U.A.

Will Join Hands On West Coast In Operation Of Houses Against Fox---Warner Quits Fox Deal

It begins to look as if Fox West Coast theatres are in for a little opposition if plans now well under way go through. Those plans may bring Paramount, Warners and United Artists into a theatre deal on the West Coast.

Warners has walked out on the Fox deal that would have permitted the operation of six of the eight Warner houses on the coast by Fox West Coast.

The deal between Paramount, Warners and United Artists will not dis-

(Continued on Page 3)

TRADEVIEWS

by W. R. Wilkerson

"MENE, MENE, TEKEL UPHARSIN"

ON THE WALLS of the palace of Belshazzar flashed this warning in letters of fire, but neither the monarch nor his court heeded it, even when the Prophet Daniel translated it for them.

The same warning burns today over the entrance of every studio in the motion picture industry. It is being received by the great majority in precisely that same fashion.

When executives of the prominence and brains of Adolph Zukor and Louis B. Mayer enact the role of the Prophet and explain the warning, when they tell the industry as a whole: "Thou art weighed in the balance and found wanting," it is time for that industry to heed.

●

IT IS TIME to stop the over-manning of departments through influence. It is time to stop the overwhelming nepotism in the industry. It is time to curb the inexcusable waste with which the business, and especially the production end, is honeycombed. It is time to cut production costs to a point where a good program picture can gross enough to repay its producer for making it and still be sold to the exhibitor at a price that will enable him to live.

It is time for "more work, more push, more intelligence," as Adolph Zukor said. It is time, as Louis Mayer said, for shoulder-to-shoulder work for the benefit of the company, and it is time to do away with the continual bickering, fault-finding and buck-passing that now exist.

●

THERE is brain a-plenty in the motion picture business. It is time that this brain should be exercised in the creation and maintenance of efficient business methods, in the reduction of costs, in the making of better product —methods that have built every great industry.

The public is the goose that lays the golden egg. But you can't give even a goose a steady diet of sawdust and expect it to keep on laying. If you want eggs, feed your goose. And the best diet can be told in five words:

Better pictures at lower costs!

Who's Afraid?

There is much perturbation in movie circles. Pola Negri has announced that she is about to publish her book, entitled "My Confession," and in it, she says, she tells all —ALL!

Industrials To Be Made At Warners

The Warners are going about the making of industrial pictures in a big way and all this studio production work will be centered in the Warner plant on Sunset Boulevard, recently vacated by the Warner crowd in favor of the First National studios.

Offices have been opened in the Warner theatre building in Hollywood as the Western headquarters, with additional offices to be opened in San Francisco, Portland and Seattle.

Loew's Declares Extra Dividend

New York.—Loew's, Inc., has declared an extra dividend of $1, in addition to the regular dividend of 75 cents a share on the last quarter. For the year ended August 31 the company earned $9.90 a share.

Through its holdings in Loew's, Fox will get nearly $500,000 of this extra dividend.

SIX PICTURES TO START AT FIRST NATIONAL JAN. 1

Preparation for the combined production activities of Warner and First National, to be centered at the First National studios in Burbank, is now going on. Room is being made for the Warnerites in the new quarters. Due to a delay in getting additional space ready, the starting date on both programs has been shoved ahead to January 1, instead of December 15 as originally planned.

The schedule as outlined now calls for the operation of three feature units simultaneously for each company. Each group, working under its respective banner, will be independent of the other. All Warner pictures will be under the supervision of Daryl Zanuck, and all First National product under Hal Wallis and Graham Baker. J. L. Warner will be executive in chief over both companies with Wm. Koenig in charge of the physical operation of the studio.

The new set-up is designed to have

(Continued on Page 2)

Food and Clothes Admit To The Cohan

New York.—The George M. Cohan theatre will stage a performance tomorrow morning and the price of admission will be food and old clothes in any variety and quantity. The receipts will be given to the poor.

●

Rex Ingram With Para.

Paris.—Rex Ingram has been signed by Paramount to produce feature pictures at the Paramount Joinville studios, just outside of Paris. The Ingram studios at Nice will be closed.

No Paper Tomorrow

Tomorrow being Thanksgiving Day, a national holiday, there will be no issue of the Hollywood Reporter.

Universal Closes Big Booking Deals

New York.—Wtih the closing of a booking deal that will provide for the play of Universal pictures in the Fox West Coast theatres, said to involve $2,000,000, this company is now set with all the big chain-owned organizations, with a combined playing time involving more than 4000 theatres.

This is a record for all time with Universal, and a booking that has been approached by few other companies in the history of the business.

●

Sam Goldwyn Hunts Material In New York

New York.—Sam Goldwyn will arrive here tomorrow morning. All of his time will be spent looking for players and story material for future United Artists pictures before he sails for London in ten days.

He will arrange Broadway premieres for "A Devil to Pay" and "One Heavenly Night." Same thing goes for London.

●

Film Unemployment Survey Is Coming

Washington.—The Labor office in Washington has completed a survey of the unemployment conditions within the motion picture industry and it will be issued within ten days.

●

Chatterton to Be Bad

John van Druten, whose play, "Young Woodley," in screen form, was barred by some censor boards, has written a story called "The Worst Woman in London," in which Paramount will star Ruth Chatterton. Eve Unsell is doing the screen play.

BE SENSIBLE! Be Sure You Are in the HOLIDAY EDITION OF The HOLLYWOOD REPORTER — Out December 22.

THE Hollywood REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor
Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741
New York office No. 110 West 40th Street
J. A. Milligan, New York Manager
Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager
London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Yesterday saw unusual activity on the local Fox lots in the buzzing divisions. Meetings were being held in every nook and corner of both the Sunset boulevard studios and the huge plant at Fox Hills, all prompted by rumors from New York that "Winnie" Sheehan had reached an agreement with Harley L. Clarke whereby the latter would buy the unexpired term of Sheehan's contract as production head for Fox Films.

No confirmation of the above could be had in either Hollywood or New York.

•

Howard Hughes is a little chill on the "Queer People" question. It probably will never see production in pictures, but not because Louella Parsons was supposed to have threatened a Hearst ban on all Hughes copy and advertising, plus a campaign against the picture. People just can't make threats to Howard and get any place with them. If the picture is not made it will be because Hughes doesn't think it will make a good picture.

•

Oregonians apparently have a weird idea of the cost of making motion pictures. The Advertising Club of Portland has launched a campaign for "100,000 dimes for funds to produce talking pictures, featuring Oregon." Wonder what they'll get for ten thousand berries!

•

Guthrie McClintic must belong to the "fast" set. He finishes his picture this week, flies to New York Sunday and is sailing for Europe on Wednesday. Guess that's "doing things and going places!"

Tiffany Holds Team

Discovering that June Collyer and Lloyd Hughes worked well as a co-starring team in "Extravagance," Tiffany has retained their services for a second co-starring vehicle, "Drums of Jeopardy." George B. Seitz will direct.

'HOOK, LINE AND SINKER' IS PRETTY WEAK STUFF

"HOOK, LINE AND SINKER"
Radio

Producer ..... William LeBaron
Asso. Producer ..... Myles Connelly
Direction ..... Edward Cline
Original Story ..... Tim Whelan
Adapt. and Dialog .....
.....Tim Whelan and Ralph Spence
Photography ..... Nick Musuraca
Film Editor ..... Archie Marshek
Cast: Bert Wheeler, Robert Woolsey, Hugh Herbert, Dorothy Lee, Jobyna Howland, George Marion, Sr., Natalie Moorhead, Ralph Harolde, Bill Davidson, Stanley Fields.

Pretty weak stuff to expect Wheeler and Woolsey to bolster up. The laughs come after long stretches of mediocre meanderings, and the picture will be a disappointment to Wheeler and Woolsey fans. Hugh Herbert gets most of the laughs as the comedy house detective and is the one really bright spot in the picture. Wheeler and Woolsey will draw, but they need and deserve better material than this to hold their fan following.

This time the boys find themselves managers of a broken-down hotel that has long been the secret stronghold of a band of cutthroats. Said hotel is the property of Mary (Dorothy Lee) and it is for her sake, and to save her from the clutches of her lawyer—who is in reality the leader of the cutthroat crowd—that Wheeler and Woolsey determine to make the hotel a society playground. Instead, there is a pitched battle between two rival gangs in the lobby and success comes to them in the form of a reward for the capture of these desperadoes.

Wheeler and Woolsey struggle manfully through the picture to make it funny, but the lines they have been given spoil the effect. The dialog distinctly suffers from old age and has not been sufficiently gagged to give it a new lease on life.

Hugh Herbert "cops" the picture as the befogged detective. He has only one line to speak and every time he says it, it becomes funnier. Dorothy Lee is a pert and attractive heroine, and Jobyna Howland, as her mother, is always amusing even though her part is badly written.

The actors and director have tried hard, but they have been very much handicapped by lack of new material. The story is strictly according to formula—a musical comedy plot, minus music, and with comedy that has seen enough active service to be retired until it can advance behind better lines.

"The Right To Love," a Paramount production starring Ruth Chatterton, was previewed Monday night. The Reporter review of the picture is withheld for a future showing as it would be unfair to review it in its present shape.

•

Theatre Men Held For Robbing House

St. Louis.—James V. Noel, treasurer, and Harold Werner, chief of staff of the Missouri theatre, are under arrest, charged with the embezzlement of about $8,000 of the theatre funds.

•

Continental Opens Branch In Phila.

Philadelphia. — Continental Theatre Accessories, a Warner subsidiary, has opened a branch office here for the sale of theatre accessories.

•

Warner Unit Managers

Rufus LeMaire and Ben Verschleiser have been made unit managers for Warner Brothers and will take up their duties at once, under the supervision of Daryl Zanuck.

•

Eastern Writers Here

H. N. Swanson, editor of College Humor, and Elsie McCormack, motion picture editor of the New York World, are both in Hollywood, gathering inside material on the movies.

English City Goes Into Movie Business

Sheffield, Eng.—The city government has decided to install sound equipment in the auditorium of the City Hall so that super-specials, which must have large attendance to make them pay, can be shown in Sheffield.

This is pretty tough on the local exhibitors, most of whom have houses too small to stand the expense of the big pictures.

•

KFWB Gives Its Staff Two Weeks' Notice

Without stating any reason, KFWB radio station has posted a notice on the station bulletin board giving all its staff musicians and conductors two weeks' notice. This is conceded to be a protective measure on the part of the station to enable it to weed out the undesirables any time after the expiration of the standing notice.

•

English Writer Coming

Ben W. Levy, English playwright who has two plays on Broadway, has been engaged by Radio to write original screen plays.

•

French Co. Off Renting

Paris. — Delac and Vandal have abolished their renting department and hereafter will confine themselves to producing.

•

Joe E. Brown To Stage

Joe E. Brown is to desert the screen for the stage, but only temporarily. He will appear at the El Capitan Theatre in Ring Lardner's "Elmer the Great" as a special holiday attraction.

Analysis Made Of RKO Business

The following analysis of the RKO Corporation is taken from a current survey by the Standard Statistics Company of New York:

"Revised earnings for nine months ended September 30, 1930, adjusted to reflect deduction for subsidiaries' preferred dividends, shows per share net income of $1.03. In corresponding 1929 months, per share net was $0.56. Third quarter showed considerable improvement over previous quarter results. Per share net for period was $0.29, compared with $0.08 in the earlier months. Continuance of uptrend is expected during final quarter. Recently announced subsidiary was to produce legitimate plays in Los Angeles and New York. Policy is to convert productions into talking pictures."

•

Mel Shauer Is In Hollywood

After three months' activity in establishing and organizing production forces at the Joinville studio for the making of Paramount foreign versions, Melville A. Shauer, executive in charge of all Paramount foreign production, came here last night for a series of conferences with the West Coast executives.

The Paris studio, according to Shauer, now has ten features in six different languages in production. Since construction started there last April six sound stages have been completed. Shauer will return to his Paris base around the first of the year.

•

Lowell Sherman In N. Y.

New York. — Lowell Sherman is here on a pleasure jaunt.

•

First Nat. Starts Jan. 1

(Continued from Page 1)

six units going at all times throughout the year.

The first group of pictures to go into production under the Warner banner will include "Ruling Passion," from a stage play, which will star George Arliss under the direction of Al Green. Booth Tarkington made the screen treatment of the play. The others are "The Devil Was Sick," to star Frank Fay under the direction of Michael Curtiz, with Joseph Jackson writing the screen treatment, and "Trilby," which will be released under the title of "Svengali," to star John Barrymore, with Archie Mayo to direct. J. Grubb Alexander is making the screen treatment.

The first three pictures to go into production under the First National banner will be "Big Business Girl," from the H. M. Swanson story appearing in "College Humor," no director or cast selected yet; "Chances," from an original by Hamilton Gibbs, with a war background, to star Douglas Fairbanks, Jr.; and "Party Husbands," from the Jeffrey Barnes novel, with Charles Kenyon working on the screen treatment, and no director selected.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FOX STUDIOS

Pictures in Production

"THE SEAS BENEATH"—Directed by John Ford with George O'Brien and Marion Lessing featured. From story by James Parker, Jr., with screen play and dialog by Dudley Nichols.

"THIS MODERN WORLD"—Directed by Chandler Sprague, with Warner Baxter and Dorothy Mackaill featured. From the novel, "Basquerie," by Eleanor Mercein, with continuity and dialog by Leon Gordon.

"STOLEN THUNDER"—Directed by Hamilton Macfadden, with Jeanette MacDonald and Clive Brook featured.

"CONNECTICUT YANKEE"—Directed by David Butler, with Will Rogers. A supporting cast of Maureen O'Sullivan, Frank Albertson, William Farnum and Myrna Loy. Story by Mark Twain.

"MENACE FOR MEN"—Directed by Seymour Felix, with John Wayne and Virginia Cherrill featured.

Features in Preparation

"DOCTORS' WIVES"—To be directed by Frank Borzage with Warner Baxter and Joan Bennett featured. Adaptation of novel by Henry and Sylvia Lieferant.

"SQUADRONS"—To be directed by Alfred Santell, with Charles Farrell and Elissa Landi featured. From the play by Elliott White Springs with adaptation by Jules Furthman.

"LAND RUSH"—To be directed by Benjamin Stoloff, with Fay Wray and Victor McLaglen featured.

"MR. LEMON OF ORANGE"—To be directed by John Blystone, with El Brendel and Fifi Dorsay featured. Original story by Sonya Levien and Harry Delf.

"ALL WOMEN ARE BAD"—To be directed by William K. Howard, with Edmund Lowe and Jeanette MacDonald featured. Original story by William Anthony Brown.

"THREE GIRLS LOST"—To be directed by Sidney Lanfield. From the story by Robert D. Andrews, with adaptation by Bradley King.

Pictures in Final Editing

"THE MAN WHO CAME BACK"—Directed by Raoul Walsh, with Janet Gaynor and Charles Farrell co-featured. Based on the play and story by Jules Eckert Goodman and John Fleming Wilson.

"THE SPY"—Directed by Berthold Viertel, with Neil Hamilton and Kay Johnson featured. Story by Ernest Pascal with dialog by Ernest Pascal and Robert Presnell.

"EAST LYNNE"—Directed by Frank Lloyd, with Conrad Nagel, Ann Harding Donald and Reginald Denny featured. From the Saturday Evening Post story by Mary F. Watkins. Screen play by Philip Klein, with dialog by Lynn Starling.

New Theatre Combine

(Continued from Page 1)

turb the identity of any of the companies in the operation of its houses. The theatres will remain in the hands of the present operators, but all film booking and buying will be done by a committee of three and everything will be concentrated against Fox as the opposition.

Harold B. Franklin is mentioned as the managing head for the trio and is said to be in New York now for the purpose of swinging Paramount in on the deal.

Fox West Coast has contracted for a great quantity of the pictures from both Paramount and Warners, but it is argued that it will take at least four months for the combination to go through and, by that time, new pictures will be ready for the combination from the studios of the companies interested, pictures not on the present West Coast contract.

"Easiest Way" Goes On Location

The Metro-Goldwyn-Mayer company of "The Easiest Way" is leaving for the Yosemite National Park tomorrow for about five days' work.

•

Dickinson Invades K. C.

Kansas City.—The Dickinson theatres chain, now operating 33 houses in small towns throughout the state of Missouri, has invaded Kansas City with the purchase of the Bijou theatre, an 850-seater. This will serve as the nucleus for a Kansas City circuit.

•

Hobart Henley's Next

Hobart Henley's second picture for Universal, under his two-picture farming arrangement from First National, will be "Gambling Daughters," an original which Francis Faragoh is now preparing for the screen.

Indianapolis Likes New Lloyd Picture

Indianapolis.—Business was rather poor all over town except at the Circle, where Harold Lloyd's "Feet First" opened strong and will be held over.

The critics panned "Du Barry" at the Palace. The Lyric did well with "Brothers," but "Heads Up" at the Indiana was not so good.

The coming week will have "One Night at Susie's" at the Indiana; "War Nurse" at the Palace; "Feet First" at the Circle; "The Big Trail" at the Apollo; and "Check and Double Check" at the Ohio

•

Phila. Managers In Better Business Bureau

Philadelphia.—David Barrist, Allan Benn and Ben Fertel, all local exhibitors, have been appointed by the Board of Managers of the MPTO as heads of a better business bureau, organized to eliminate certain unethical practices in the industry.

•

St. Louis Strike Is Settled In N. Y.

New York. — The strike of the theatre musicians in St. Louis was settled yesterday in confabs conducted here. More than 100 men will be put back to work immediately.

•

"Doorway To Hell" A Hit In Trenton

Trenton. — Warner's "Doorway to Hell" is being held over for a second week at the Stacy here. This is unusual for this house or town.

•

Paramount and Fox Book Tiffany "Chimps"

New York.—Publix has booked the Tiffany "Chimps" in all its houses. Fox has taken them over for distribution in Australia, New Zealand and Tasmania.

•

Horner Finishing Film

Robert J. Horner will do his final shooting Friday on "Wild West Whoopee," at the Cinephone studio. Jack Perrin is starred, with Josephine Hill and Fred Church in the cast.

•

Lloyd Bacon To Radio

Lloyd Bacon has been farmed out by Warners to Radio to direct "Kept Husbands," an original story by Louis Sarecky, which Forrest Halsey is now adapting.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

Warner Pub. Dept. Moves to First Nat.

With the amalgamation of the Warner and First National studio publicity departments to take effect today, the Warner studio staff has been cut to two, George Thomas and Carlisle Jones. They will take possession of their new posts today. Thomas, former head of the Warner staff, takes over the editorial end of the combined departments, with Jones his assistant. Hubert Voight, who is in charge ,will handle the art department in addition to his executive duties of handling the department.

The latest at Warners' to get the axe are George Barr Brown, who has been with the Vitagraph department since its inception; Rosalind Shepherd, fan magazine feature writer, and Jack Archer, portrait man for the past three years.

•

Darmour To Organize Mickey McGuire Clubs

Emulating Disney, who has organized the Mickey Mouse clubs, Larry Darmour is now going to form Mickey McGuire clubs. The first one will be organized at the opening of the new Wilshire ,theatre at Santa Monica, next week. The idea is to get the kids together in a social organization which, of course, will have a bearing on the business of the theatre.

Darmour expects to spread the organization of these clubs all over the country.

•

Mehlinger Resigns

Artie Mehlinger, coast representative for Harms Music Company, has resigned that position to become connected with another music company in New York. "Lucky" Wilbur, known in local music circles as a singer, will replace Mehlinger in the Harms office. The latter leaves for New York December 1.

•

John Powers Dead

New York.—John D. Powers, Paramount-Publix district manager in Western Massachusetts and Connecticut, died here yesterday from a brain tumor. He was with Paramount for eleven years.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
Chas. Rogers Prod.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

"AUNTS IN THE PANTS" — RKO
"... one of the best of the two-reel comedies."—Hollywood Reporter. Directed by Mark Sandrich

This Program
For the Premiere of the
Paramount Picture
"MOROCCO"
Was Printed by
THE REPORTER PRESS
Printers to the Motion Picture Industry

A glorious star in a gorgeous play

Love as an art, an instinct, a science and a racket.

Wit and wisdom in a smart set game of tangled morals in an alluring atmosphere of exquisite beauty. Superbly staged with a peerless cast.

The 3rd consecutive smash HIT on Pathé's BIG HIT schedule

CONSTANCE BENNETT

in Sin Takes a Holiday

A Feast for the eyes and Ears

with KENNETH MACKENNA
BASIL RATHBONE and Rita La Roy

PATHÉ
The House of Hits

Produced by
E. B. DERR

Directed by
PAUL L. STEIN

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

COLUMBIA STUDIOS

Pictures in Production

"DIRIGIBLE"—Frank Capra directing. Continuity and dialog, Jo Swerling. Cast: Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Harold Goodwin, Clarence Muse, Emmet Corrigan, Selmar Jackson, Al Roscoe.
"DESERT VENGEANCE"—A Buck Jones feature with Louis King directing, from story by Louis King and Stuart Anthony.

Pictures in Preparation

"FOR THE DEFENSE" (temporary title)—Evelyn Brent featured. No director or cast as yet.
"VIRTUE'S BED"—From the New York stage success. Dorothy Howell is working on the story. No cast or director.
"JOAQUIN MURIETA"—The next Buck Jones feature. No cast or director.
"ARIZONA"—Play by Augustus Thomas. Jo Swerling on story.
"THE LAST PARADE"—Original story by Casey Robinson. Continuity and dialog, Dorothy Howell. Erle C. Kenton to direct.
"THE MIRACLE WOMAN"—From the play "Bless You, Sister." Adaptation and continuity, Jo Swerling. Featuring Barbara Stanwyck, Frank Capra to direct.
"THE FLOOD"—John T. Neville preparing story. James Tinling to direct.
"SUBWAY EXPRESS"—From the New York stage hit. Fred Newmeyer will direct. Jack Holt featured.

Features in Final Editing Stages

"ANYBODY'S GIRL" (formerly "Roseland")—Director, Lionel Barrymore. Cast: Barbara Stanwyck, Ricardo Cortez, Monroe Owsley, Sally Blane, Blanche Frederici, Phyllis Crane, Harry Todd, Olive Tell, Victor Potel, Sydney Bracey, Aggie Herring, Martha Sleeper, David Newell. Story, adaptation and continuity, Jo Swerling.
"THE DAWN TRAIL"—Director, Christy Cabanne. Cast: Buck Jones, Miriam Seegar, Erville Alderson, Ed. Le Saint, Hank Mann, Vesper Pegg, Inez Gomez, Slim Whittaker, Chas. Martin, Chas. Brinley, Robert Fleming, Bob Burns. Story, Forrest Sheldon. Adaptation and continuity, John T. Neville.
"THE CRIMINAL CODE"—Howard Hawks directing. Cast: Walter Huston, Phillips Holmes, Constance Cummings, Boris Karloff, Mary Doran, Arthur Hoyt, Ethel Wales, Clark Marshall, Paul Porcasi, De Witt Jennings, John St. Polis, John Sheehan, Otto Hoffman, Russell Hopton. Adaptation, Fred Niblo, Jr.

Germany Bars All Foreign Musicians

Berlin.—Foreign musicians are not wanted in Germany and will not be permitted to work, under a ruling just handed down by Herr Brandenburg, of the Labor office, who contends that too many native musicians are out of work as a result of the talkies.

Warner Find Plays Last Game in S. F.

Robert Allen, the Dartmouth football player signed by Warners as a screen find, will play his last football game in San Francisco Saturday in the Dartmouth-Stanford match. He will leave immediately afterwards for Hollywood.

Goldwyn Production Head

(Continued from Page 1)

per cent will be taken up by individual members of United Artists. No stock will be offered the public.

All of the theatres will be 1000-seat, de luxe houses, built especially for sound. These houses will work in conjunction with, but will not be a part of the United Artist present string of 20 houses, controlled by Paramount-Publix.

"I intend to spend most of the next year in California in connection with the expansion and distribution program," Mr. Schenck said. "For that reason I have prevailed upon Mr. Goldwyn to take over all production activities of the Art Cinema Corporation. This will be in addition to Mr. Goldwyn's activities as a producer for United Artists."

Mr. Schenck said that he was looking forward to an agreement with Harold B. Franklin on the latter's proposed new theatre circuit. He welcomed Howard Hughes as an independent producer under the United Artists banner, and said that Sol Lesser and Lou Anger would be associated in the expansion project in selecting sites for theatres and organizing the new chain.

Goldwyn will immediately take over supervision of production for Art Cinema Corporation. United Artists' forthcoming schedule calls for 20 pictures. Art Cinema will produce six; Goldwyn, himself, will produce four; Mary Pickford, Douglas Fairbanks and Charles Chaplin will each produce one; Gloria Swanson, two or more; Roland West three, two of which will star Chester Morris, and Howard Hughes will make three.

Universal Casting For Its New Serial

Robert F. Hill, who will direct Universal's new serial, "Heroes of the Flames," has just added seven well-known serial players to the cast. They are Edmund Cobb, Gayne Whitman, Monte Montague, Joe Bonomo, William Gould, Charles Le Moyne and Bud Osborne. Col. Tim McCoy and Marion Shockley are featured.

Two Ohio Towns Defeat Blue Laws

Cleveland.—Wellington and Dover, in this state, have defeated the Sunday blue laws and will open their theatres, starting next Sunday.

Binghamton Open Sunday

Binghamton. — Twenty-five theatres here opened their doors last Sunday for the first time, due to the passage of a new city ordinance rescinding the Sunday blue laws.

Harold Lloyd Back

Harold Lloyd returned from the East last Sunday night and is now working on preparations for his next picture.

Jim Gleason Breaks Leg

James Gleason is confined to his home with a fractured leg, received while playing polo last Saturday.

"Within Law" Is "Paid"

The release title of "Within the Law," in which Joan Crawford is starred by MGM, is "Paid."

Audio Cinema Is Being Enlarged

New York. — The Audio Cinema Studio, recently reported as having been taken over by the Erlanger interests, is making extensive alterations with a view to enlarging its facilities.

New sound channels are being installed, more stage space provided and more equipment purchased. No date is as yet set for the beginning of the Erlanger production, but it is expected to be in about a month.

Record Merger Rumor

Hal Ayres, president of Radio Varieties, leaves tonight for New York, where it is believed he will talk with Victor on a merging deal.

Radio Varieties makes radio transcription records and is now servicing more than 200 independent stations throughout the country.

Arliss In "The Devil"

Following the picture which he is to start for Warner Brothers immediately, George Arliss may make "The Devil," by Franz Molnar, one of Mr. Arliss' great successes on the stage.

Mayer Urges Cooperation

(Continued from Page 1)

bad and stressed the necessity for the staunch co-operation of the employees with the company. His talk was along practically the same lines as the statement given out by Adolph Zukor when he arrived here from New York recently.

Studio Press Agents In War For Fan Publicity

There is a great battle going on among the studio publicity staffs to see who can grab the most space in the many fan publications. Novel stories, "art" stills and beautiful and novel off-stage shots are being sought by every studio.

One studio publicity head has included in his budget a large appropriation to defray the expense of taking stars to certain locations where beautiful natural backgrounds will enhance the charm of the star's personality. One or two of these trips, which resulted in only two or three stills that were up to standard, cost as high as $500.

The studio art galleries are also being taxed to capacity with efforts to find that one photograph that will make a good cover or a page in the roto section of a fan magazine. One of the studios has an art gallery that is costing at least $75,000 a year, just to make character studies of the stars for lobby display and fan publications.

The HOLLYWOOD REPORTER WANTS—

ADVERTISING AND NEWS MEN

They must have a thorough knowledge of motion pictures and must know the West Coast industry and its personnel.

IF YOU CAN QUALIFY COME IN

Before 10 or after 4 P. M.

1606 N. Highland Ave.

THE Hollywood DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave. Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

A young and ambitious actress, who hasn't worked for some time, was thrilled at receiving an invitation to go on a party the other night with two picture executives. Naturally, she used all her charms. Imagine her chagrin when, toward the end of the evening, she discovered that one of them was the producer of a recently successful wild animal picture—and the other a distributor of travelogues!

•

News sifts down from San Francisco that the famous "declaration of independence" issued by United Artists in the Fox West Coast battle, was written by a man on Mr. Hearst's Examiner there. If that is true, the reason is obscure, for certainly there are men on the United Artists lot who could have done a much better job, and one that would have occasioned fewer laughs.

•

Harry Reichenbach has just taken over the exploitation for Universal's "See America Thirst" and, with unemployed men and women selling apples on almost every corner in New York, put this sign on every apple tray:

"You may 'See America Thirst' but you won't see America hungry. Buy apples and help the unemployed."

•

If you look very closely, you will discover that the men seated about the Bachelors' Table at the Embassy daily are, for the most part, very much married—even happily married men. And you'd have to look closer than that to find a bachelor!

•

Commenting on the present controversy over the problem of married men on college football teams, Will Rogers said it won't be long now until the stadiums will be equipped with family entrances where wives and kiddies of the football players can attend en masse and put on a baby parade between quarters.

'THE COSTELLO CASE' JUST AN AVERAGE PICTURE

"THE COSTELLO CASE"
James Cruze Production

Direction.....Walter Lang
Screen Play.....F. McGrew Willis
Photography.....Harry Jackson
Cast: Tom Moore, Lola Lane, Roscoe Karns, William Davidson, Russell Hardie, Wheeler Oakman.

"The Costello Case" is just an average underworld yarn. It has its moments of suspense and excitment, but these are considerably retarded by the slowness at which the picture, in its entirety, moves.

A cop discovers the murdered body of a "funeral parlor" proprietor at his establishment, and he has a very good idea who committed the crime. It takes the balance of the picture for him to weave his net of evidence around this gangster, during the course of which he, himself, is almost "bumped off." A pair of youngsters, one of whom is indirectly connected with the murder, becomes involved, but in the end, through the clever work of the cop who wants to "set them right," the entire blame falls on the shoulders of the real villain, who meets his death in the cop's trap.

Both direction and dialog on this one are "spotty." The picture should have been rapid-fire stuff, but instead it drags terribly in several sequences. The dialog, while for the most part natural, also contains some pretty stilted and ten-twenty-thirty lines. The amateurish manner in which some of these lines are delivered doesn't help much.

Tom Moore, who has been absent for some time, gives a very good and likable performance as the cop, and William Davidson, as the police captain, is also fine. Roscoe Karns was very amusing as a wise-cracking reporter, whose material unfortunately was not worthy of his talent for delivering it. The rest of the cast was mediocre. So was the photography.

"The Costello Case" needs pepping up—either with the scissors or the re-shooting of several scenes. The preview audience seemed to enjoy it; proof enough that it would prove a good program attraction, without too much ballyhoo.

•

Comedy Directors Switch Productions

James Horne, director of all Charlie Chase comedies, is to make the added scenes for Laurel and Hardy's "Their First Mistake," while James Parrott, the Laurel and Hardy director, will make one picture with Chase. Parrott, incidentally, is Charlie's brother.

•

Father Mullins' Party

Father Mullins, head of the Catholic Motion Picture Guild and rector of the Church of the Good Shepherd, in Beverly Hills, will stage a card party and dance at the Terrace Room of the Beverly Hills Hotel, Friday evening, November 28. The proceeds will be turned over to the Beverly Hills Catholic school.

•

New ERPI Official

George C. Pratt, for many years vice-president and general counsel for Western Electric, has been elected a vice-president of Electrical Research Products and will make his headquarters here. He will also act as special counsel for ERPI and Western Electric.

•

Huston In Balzac Story

When Walter Huston returns from Europe the latter part of January he will begin work immediately on rehearsals for "Honor of the Family," now being adapted to the screen from Balzac's novel by Lenore Coffee.

Italian Censor Bans Foreign Talk In Films

Rome.—The Italian censor has ordered that all dialog in any language except Italian shall be cut out of films shown in Italy. It makes no difference if there are only a few words of any foreign language in the picture, they must come out before it can be shown.

•

Pathe Is Releasing 39 Shorts This Month

New York.—Pathe Exchange is releasing thirty-nine short reels during the present month, including Grantland Rice Sportlights, the Vagabond Series, Aesop's Fables, Pathe News, Pathe Audio Review and the Knute Rockne football subjects.

•

Novelty Trailer For "Amos 'n' Andy"

New York.—Radio Pictures is putting out a special trailer for "Check and Double Check" in which the voices of Amos 'n' Andy are heard and their hands and feet are seen, but no view is given of their faces. It intensifies the suspense of the people who have heard the pair over the air and are waiting to see them.

•

"U" Quits Some Foreigns

Universal is definitely off all foreign versions with the exception of Spanish and German. Failure to please France, Italy and other countries to a point where the venture could be made profitable has forced this action.

•

Joe Jackson Back

Joe Jackson, Warner Brothers scenarist, has returned to Hollywood with his wife after three months in Europe. He will start work at once on a new story.

•

Olsen and Johnson Again

Olsen and Johnson will return to Hollywood about February 1 and will be featured in "Red Hot Sinners" by Warner Brothers.

PRODUCTION NOTES

Seymour Felix's first picture for Fox will be called "Menace for Men." John Wayne and Virginia Cherrill are featured.

•

Ben Hendricks, Jr. is to play the "heavy" in "Hook, Line and Sinker," with Bert Wheeler and Robert Woolsey, his first role for Radio Pictures.

•

The tenth and last episode of "The Leather Pushers" has been completed by Albert Kelley at Universal. Kane Richmond and Sally Blane have the leads.

•

June Collyer has been engaged for the feminine lead in "Drums of Jeopardy" at Tiffany. George B. Seitz directing.

•

Luis Alberni has been placed with MGM by the Max Hart office for a part in the Jack Gilbert picture, which Mervyn LeRoy is directing.

•

Brandon Hurst has been assigned a part in "Connecticut Yankee," which stars Will Rogers. Max Hart placed him with Fox.

•

Thatcher Decision Upheld

(Continued from Page 1)

must be affirmed."

Referring to the contention of the motion picture companies that the compulsory agreement was fair to all, Justice McReynolds said:

"It may be that arbitration is well adapted to the needs of the motion picture industry, but when, under the guise of arbitration, parties enter into unusual arrangements which unreasonably suppress normal competition, their action becomes illegal."

The companies involved were Universal Film Exchanges, Inc.; First National Pictures, Inc.; Paramount-Famous-Lasky Corp., United Artists Corp., Metro-Goldwyn-Mayer Distributing Corp., Pathe Exchange, Fox Film Corp., Educational Film Exchange, Inc., F. B. O. Pictures Corp. and Vitagraph, Inc.

Since the famous Thatcher decision all of the above companies have been operating under a new standard form contract, which has been approved by the government and by most of the exhibitor organizations throughout the country.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Eddie Gribbon
in "LAND RUSH"
FOX

CHARLES GEORGE SAXTON
STORIES and DIALOGUE
FOR RADIO PICTURES

THE Hollywood DAILY REPORTER

Vol. II, No. 11. Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, November 25, 1930

SCHENCK TELLS PLANS

TRADEVIEWS
by W. R. Wilkerson

ACOMPANY from one of the promnent studios was on location. The picture was an $850,000 proposition. There were a screen director and a stage director handling the takes. Said the director from the stage to the director from the screen: "What kind of shots does Mr. Whosis (mentioning the man in charge of the studio) like?" Said Mr. Picture Director to Mr. Stage Director: "I'm not interested in what he likes, but in what Mr. Zilch (the president of the company) likes." And so it went on throughout the making of the opera. Another reason why pictures are in the dumps.

•

SAM KATZ, head of the theatre end of Paramount-Publix, has been dealing out a lot of new cards from a deck he has been shuffling for the past few months. Every Publix division has been sitting in, waiting for the deal, with all the chips in the center of the table. Now the home office is catching the drift of the game. The aces, kings and queens have been dealt, and we find Balaban catching the ace, in that he has moved in right next to Katz. Sam Denbow, formerly receiving all the aces in the pack, is now content to look on jacks. They may be back to back, who can tell.

•

IT IS marvelous the change that has been wrought in Universal during the past six months. Maybe it dates from the release of "All Quiet." However, this company, always one of the main pillars supporting the industry, is jumping back into front ranks. Junior Laemmle has things well in hand out at the studio, and Phil Reisman is doing the selling. Uncle Carl is happy. Why shouldn't he be, with most of the theatre lemons off his shoulders and in the hands of others?

•

IT IS surprising that Joe Schenck and his United Artists have had nothing to say regarding the taking over of the Warner coast houses by Fox, as exclusively reported in this paper. Maybe they are waiting for official confirmation. It will be coming.

Goldwyn In Charge Of Production-- Schenck To Concentrate On Theatres -- Hughes Not In Art Cinema

Joseph Schenck announced that Samuel Goldwyn will be in active charge of all productions made by Art Cinema, in addition to producing his own pictures. This will leave Schenck free to work out the theatre chain United Artists has in prospect.

The deal announced some time ago by Mr. Schenck, when he said that Howard Hughes would become his partner in Art Cinema, has fallen through and Hughes will only act as an independent producer for United Artists.

The theatre chain will be a California corporation with twenty-five houses in California, Oregon and Washington. The first will be started immediately in Santa Ana, to be followed by one in Pasadena and five in Los Angeles. Fifty-one per cent of this corporation will be held by United Artists and the other forty-nine

(Continued on Page 5)

Raskob Buying Columbia Stock

New York.—Wall Street reports that John J. Raskob heads a group that is buying stock in Columbia Pictures at the market price.

This same group is in control of Warners and has a big finger in RKO and Pathe.

•

Clarke After Radio Chain For Fox Film

New York.—Realizing the need of a radio hook-up for the broadcast and advertising of pictures, Harley L. Clarke is attempting the formation of a coast-to-coast network for Fox Film.

This is being done through the purchase of independent stations throughout the country, the first being in Chicago.

•

Sues Hays Organization

New York.—Edward S. Quittner, an exhibitor of Middletown, N. Y., charging violation of the Sherman anti-trust laws, filed suit here against the Motion Picture Producers and Distributors of America, Will Hays and others for $5,000,000 damages.

Fox Operation of Pub. Houses Near

Now that the deal is closed for Fox West Coast to operate all the Warner Coast houses, with the exception of two in Los Angeles, the next move to be cleared is the Paramount houses up and down the coast.

There is hardly a doubt that an agreement will soon be reached between Fox and Paramount-Publix, for the Publix chain out here is buried deep in the red, with only one chance of extraction, that being West Coast operation.

If and when the deal is made, those on the inside are of the opinion that the contract will not carry the guarantee of profit that Paramount has been asking, but will be an operation on the same basis as the Warner houses.

Mayer Appeals To 1500 Employees

The necessity for every man and woman in the Metro-Goldwyn-Mayer studio putting his or her shoulder to the wheel to turn out better product and to keep down costs was set forth by Louis B. Mayer at a meeting of nearly 1500 employees on the lot yesterday afternoon. It was the first meeting of the kind ever held at MGM, but it is regarded as the first of many.

Mr. Mayer told the employees that the company did not want to reduce its personnel and did not desire to cut salaries, but he pointed out that conditions in every line of business were

(Continued on Page 5)

Warner Meeting Next Monday

New York.—The annual meeting of the stockholders of Warner Brothers Pictures, will be held in Wilmington, Delaware, next Monday, and there are plenty of rumors as to the outcome of this confab.

The Raskob-duPont interests are said to have gained control of Warner-First National and all companies controlled by them, through the purchase of stock during the past four months, and this control will be asserted at this meeting with the forcing of several changes in the board of directors.

MAJOR COMPANIES LOSE THATCHER RULE APPEAL

Washington.—The Supreme Court refused to change the Thatcher ruling on the standard form contract in a decision handed down today by Justice McReynolds, who said:

"The United States maintains that the necessary and inevitable tendency of the outlined agreement and combination is to produce material and unreasonable restraint of interstate commerce in violation of the Sherman act. The court below accepted this view and directed an appropriate injunction against future action under the unlawful plan. We agree with its conclusion and the challenged decree

(Continued on Page 2)

Hays Interested In Trade Paper Merger

New York.—Broadway hears that Will H. Hays is taking an active hand in the proposed merger of the Herald-World, News and Daily Review, with the hope of bringing the Film Daily in on the deal.

With or without the Film Daily, the combination is scheduled to go through this week.

•

Raynor Quits Big 4

New York.—William Raynor has resigned as sales manager for Big Four.

DIALOG BY MALCOLM STUART BOYLAN!

W. E. Equipment Is In 7170 Houses

New York. — Western Electric sound has been installed in 7170 theatres, of which 4701 are in the United States and 2469 abroad.

In this country sixteen cities have twenty or more installations, 23 have from eleven to twenty, 75 have from five to ten, 48 have four each, and 113 have three.

New York heads the list with 356. Chicago has 166, Los Angeles 86, Philadelphia 82, Detroit 76, Cleveland 51, St. Louis 46, San Francisco 41, Baltimore 40, Kansas City 32, Cincinnati 32, Milwaukee 30, Seattle 29, New Orleans 26, Buffalo 26, and Pittsburgh 22.

Among the latest foreign installations are the Cinema Cotopouli in Athens, and the new Rialto in Alexandria, Egypt.

•

New Theatre In N. J.

Ettelson and Blumenthal are to build a 1000-seat house in Garfield, New Jersey, the first in the town. It will be equipped for sound, and will run straight pictures four days, with vaudeville and pictures Fridays, Saturdays and Sundays.

Now Playing On Broadway

ASTOR—"War Nurse."
CAPITOL—"Min and Bill."
COHAN—"Two Worlds," (a British film).
CRITERION-GAIETY —"Hell's Angels."
GLOBE—"Big Money."
HOLLYWOOD—"Kismet."
MAYFAIR—"Tol'able David." "Sin Takes A Holiday" opens Thursday.
PARAMOUNT—"Derelict."
RIVOLI—"Morocco."
RIALTO—"Feet First." "The Lottery Bride" opens Thursday.
ROXY—"Just Imagine."
STRAND—"Old English."
WARNERS — "Outward Bound." "Viennese Nights" opens Wednesday.
WINTER GARDEN—"Life of the Party."

Boost and Baby Same Day

Salt Lake.—Robert Drew has been promoted to be manager of the Pathe Exchange here and, on the same day, he became the father of a husky son.

Brooklyn, Indianapolis and St. Paul

Cream Puffs *and* Slams *On* NEW PICTURES

•

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

BROOKLYN, N. Y.

"THE BIG HOUSE"
Metropolitan Theatre

Standard Union: A masterful job. One of the outstanding pictures of the year.

"CHECK AND DOUBLE CHECK"
Albee Theatre

Standard Union: Made to order for two men. Serves as an opportunity to repeat the tricks that have made them famous over the radio.

"LAUGHTER"
Paramount Theatre

Standard Union: One of the best pictures of the year. Comedy and drama are admirably blended.

"DOORWAY TO HELL"
Strand Theatre

Standard Union: Rushes along excitingly. One of the best pictures Brooklyn has viewed in a long time.

"THE DANCERS"
Fox Theatre

Standard Union: Moves rapidly; more like a genuine photoplay.

INDIANAPOLIS, IND.

"DU BARRY: WOMAN OF PASSION"
Palace Theatre

Times: Have your own idea about this one. I have and it is in the negative.
News: A setting and story of undeniable attractiveness.

"FEET FIRST"
Circle Theatre

Times: Has all the fun and laughs one can stand in a day.
Star: Continues the tremendous pace he set several years ago. He has a sort of genius for creating fun that has extreme and lasting popularity for a huge contingent.

"RIVER'S END"
Apollo Theatre

News: Pleasant romance for audience consumption, even if one doubts its veracity.
Times: Problems presented and answered in a very interesting story. Fine entertainment.

"HEADS UP"
Indiana Theatre

Times: Verges on the brink of mighty poor entertainment. Does not register.
Star: There seems to be no end to the funny sayings and comical situations, not to mention several tuneful songs and a thrill or two.

"BROTHERS"
Lyric Theatre

News: Far too extravagant to be believed, but it is entertaining enough.

ST. PAUL, MINN.

"PLAYBOY OF PARIS"
Paramount Theatre

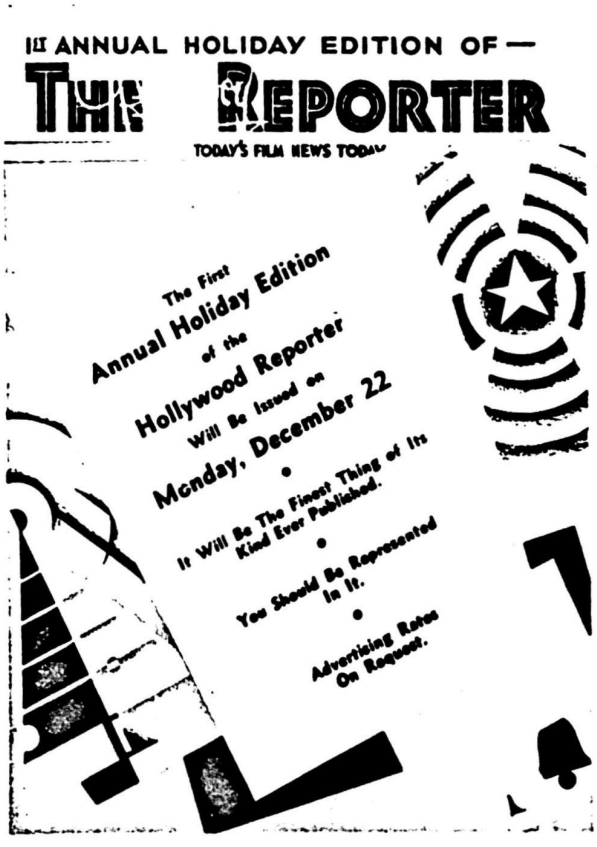
Daily News: Diverting little fable. Chevalier's radiant warm charm is given proper emphasis.

"DANGER LIGHTS"
President Theatre

Daily News: Arouses its quota of excitement.

"DOORWAY TO HELL"
Riviera Theatre

Daily News: Vigorous, rapid story.



THE Hollywood DAILY REPORTER

Vol. II, No. 10. Price 10c — TODAY'S FILM NEWS TODAY — Monday, November 24, 1930

TALKIES DIE IN EUROPE

TRADEVIEWS
by W. R. Wilkerson

JACK DEMPSEY has a great pleasure retreat down at Ensanada. It has everything that Caliente has, plus the ocean—and what an ocean—nestling in one of the prettiest little bays you or I have ever seen.

The hotel, Playa Ensanada, is thoroughly Spanish, and furnished, no doubt, at a tremendous cost. The food is good and the drinks perfect.

There are three ways to get down there. By boat, overnight; by car, seven or eight hours from Hollywood; or by Whittier Airways plane, requiring a little over two hours.

If you want to enjoy yourself amidst the most beautiful surroundings, go down and see Jack. It's great stuff.

•

Jack Cohn has his feet under the big mahogany desk at Columbia, looking for action. Jack wants brains for future Columbia pictures. He wants writers with new ideas. He wants men to take over units of production. He wants more and better directors. He is in the market for anything and everything that will make good pictures. If you think you have it, give him a call.

•

The English are still dating everything from the moves of the American producers.

John Maxwell, in his regular weekly statement to the British press this week, sold them on the idea of the soundness of British International Pictures with a long blurb ending with:

•

"IF YOU compare this average with American averages you will realize that film production in this country is on a better financial basis relatively than American film production. Compare our modest £300,000 for thirty pictures with the American expenditure of £5,000,000 or £6,000,000 for fifty pictures and you see the difference. Our returns on these pictures may not gross as much as theirs, but relatively the return on them is greater. In this market a British talking picture at its low cost of production is a better commercial venture than an American film costing twice as much."

Little Film Stock in West

A survey by the Coast Investor shows that only 22 per cent of its readers hold picture stocks of major companies. These are divided: Fox 5 per cent, Warner 4 per cent, Paramount and RKO 3 per cent each, Loew's and Pathe 2 per cent each.

Paramount After Improved Sound

New York.—Paramount is making tests at its Astoria studio for improvement in recording and amplifying sound. These tests are being conducted by C. Edwin Stewart and Jack Winnick.

C. C. Popivici, of this company, has developed a panel board for detecting difficulty in sound reproducing. The board consists of complex of pilot lights, each circuit corresponding to a light which, in operation, corresponds to a special color. The board is installed in theatre booths as a guide to operators.

Exhibitors Demand Silents With Music And Sound Effects--Houses Without Talk Do the Best Business

Berlin.—Central Europe is turning thumbs down on dialog pictures. This goes for any kind of dialog films, whether home-made or imported.

Exhibitors are holding meetings and passing resolutions which implore, even demand, that their renters and producers forget about dialog and give them silent pictures with synchronized music and sound effects.

This dissatisfaction is noticeable throughout all of Central Europe, but especially in Germany, Bulgaria, Rumania and Czechoslovakia. And it is not concentrated in the small towns, or small theatres. The houses have tried all types of talkers and find they do not suit their patrons.

The smaller houses throughout Eu-

(Continued on Page 3)

Brunswick Moves To Warner Studio

New York.—All Brunswick recording activities in the East will be moved to the Warner Brooklyn studios.

COMPOSERS' LOSS SAVES STUDIOS $90,000 A WEEK

It has been estimated that the major group of motion picture studios will save approximately $90,000 a week through the general elimination of high-salaried musicians and composers who have been on the studio payrolls for the past year or more.

When the studios reached the peak in the employment and maintenance of a music staff, more than 350 artists were under contract, with an average weekly pay check of $300, amounting to $105,000. This staff has been reduced to about 30 in all, drawing approximately $10,500 per week. The elimination of this vast overhead is looked upon by Wall Street as one of the most important moves effected in the present campaign for economy in studio operation.

To say that the studios will be able to continue without this overhead

(Continued on Page 3)

"Columbia Receipts High," Cohn Reports

Jack Cohn reports that rentals on Columbia pictures are higher than at any time since the start of the company, and that the company's report for the year ended June 30 will show a big profit gain over last year.

•

Paris Picture Taxes Up

Paris.—The tax office reports that taxes collected from motion picture theatres during the past year amounted to $9,200,000, as against $7,520,000 last year.

•

Exhibs. Aid Unemployed

New Haven.—The Connecticut exhibitors will give a percentage of their receipts for one full week for the aid of the unemployed.

German Censors O. K. "All Quiet"

Berlin.—The German censors have put their stamp of approval on Universal's "All Quiet on the Western Front," plus the German dialog in it, and it will be opened at the Mozartsaal for a long run December 4.

•

Lichtman Remains At United Artists

After several conferences with Joseph Schenck, Al Lichtman issued a statement that he was remaining with United Artists for an indefinite period.

Lichtman will return to New York in two or three days.

•

"Way For A Sailor" Set Back Fourth Time

New York.—For the fourth time the New York opening of "Way For a Sailor" has been set back at the Capitol theatre. The new date is December 12.

"Min and Bill" is being held for a second week at this house.

•

National Board Eulogizes "Morocco"

New York.—The National Board of Review committee on exceptional photoplays eulogizes the Paramount production of "Morocco." The committee calls it a "picture of major importance."

•

Jones Shorts Made Here

The series of shorts Warners is to make with Bobby Jones will be made in Hollywood.

YOU'LL BE SORRY! If You Are Not In The HOLIDAY EDITION of The HOLLYWOOD REPORTER.

The PRINCESS and the PLUMBER

with

CHARLES FARRELL

Maureen O'Sullivan H. B. Warner

Story by **Alice Duer Miller**

Directed by **Alexander Korda**

Ultra romantic. Just what the young people and the women want. The story of a handsome young American plumber who won the heart of a princess. Charles Farrell, most popular of male stars, in just the sort of a role the public wants him in. Laughs, love interest, surprises.

RENEGADES

with

WARNER BAXTER

Myrna Loy Noah Beery

Strange, stirring, elemental story of four men and one woman with background of Foreign Legion and fighting. Love, loyalty, treachery and unforgettable climax.

Directed by **VICTOR FLEMING**

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 119 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Before one of the prominent leading screen actresses shoved off on her recent trip to Europe, she became secretly engaged to a prominent club man, who refused to elope to Reno with her, but preferred to test their love by waiting until she returned. The actress left with this understanding, but the love test didn't work. She met one of the country's leading theatre operators, who is now showering her with Rolls Royces, diamonds and fur coats, with the result that the clubman is left out in the cold with no money in sight to pay up his back club dues.

●

Richard Dix declares reports of his near escape from death in a taxicab accident in New York City recently were correct, except for a few minor details.

Dix was not in New York, but in Bakersfield, Calif., on location. It wasn't a taxicab, but an ox cart, used in the land rush scenes of "Cimarron." And Dix didn't save himself by jumping on the radiator. He grabbed one of the oxen by the nose and halted the team. His hand wasn't burned, as reported, because the ox's "radiator" wasn't that hot.

So Dix believes that he can say the reports, as Mark Twain remarked of those announcing his death, were "greatly exaggerated."

●

In an effort to keep up her reputation as a "regular guy" among the studio workers, big and small alike, Gloria Swanson attended one of the bowling league meets of the Pathe studio. During a recess Gloria picked up one of the big ten pin balls and made a wild swing with the weight of the ball forcing her into a tail spin and resulting in a pretty fall. Gloria is off bowling forever.

●

A girl who isn't afraid of being lonesome is Jeanette Loff, who is planning to go to New York for the holidays. It will be her first trip East and she has no relatives there. Just a lot of friends and plenty of Xmas spirit!

'THE DEVIL TO PAY' WILL DELIGHT COLMAN FANS

"THE DEVIL TO PAY"
Samuel Goldwyn Production
United Artists

Direction.....George Fitzmaurice
Story.....Frederick Lonsdale
Adaptation.....Benjamin Glazer
Photography.....
....George Barnes and Gregg Toland
Film Editor.....Grant Whytock
Starring.....Ronald Colman
Cast: Loretta Young, Frederick Kerr, Florence Britton, Myrna Loy, David Torrence, Mary Forbes, Paul Cavanaugh, Crauford Kent.

Another thoroughly entertaining light comedy romance to delight the many Colman fans. Colman displays all his well known charm and quiet sense of humor, is supported by an excellent cast and dialog that is witty and gay, with laughs and polite improprieties that will offend no one and please everyone. Exhibs will be grateful for its release. And, of course, the feminine contingent will love it.

The picture carries a more than slim story and one that has formed the basis for more than one production. However, the plot is never allowed to interfere with the gayety and, after all, it is necessary to have some small reason for making a picture. Ronald Colman plays the part of Willie Hale, a younger son of a titled Englishman. Said Willie is an entirely irresponsible, lovable sort of fellow who takes his fun where he finds it—and he finds plenty, much to the chagrin and secret delight of his father. Finally he meets THE GIRL and, after a few not too serious misunderstandings — all beautifully handled by Willie—the picture comes to a happy and satisfactory fadeout.

Herein lies further proof that although the theme may be old, the variations can make it delightfully new; and, given an intelligent production and good acting, can make it a darned good picture. The dialog is breezy and contains plenty of good lines, (the kind you remember to quote) and is almost entirely responsible for the quality of the picture. The direction of George Fitzmaurice is always in keeping with the mood of the picture and his subtle contrast between the home of the established society Englishman and that of the linoleum king is great.

The part of Willie fits Colman well. He plays it with sly humor and a sense of enjoyment. And, with a chivalous bow to the ladies, he's a gallant gent that they'll all like. Frederick Kerr as Willie's father, is grand in his alternate rages and scarcely contained admiration for this son of his who refuses to take the joy out of life by "settling down." Loretta Young, as the "heart," makes a lively foil. She is youth personified, and delivers her lines well. The rest of the cast is equally good, including and never forgetting "George," a pert little wire-haired terrier.

Greta Garbo Picture Great Hit In Berlin

Berlin.—About the only picture in Berlin that is doing any business is the Greta Garbo picture, "White Orchids," which opened this week.

Conditions in the picture houses throughout all of Europe are the poorest yet known in the history of the business. Nothing seems to click. This goes for German, American, English, French and Russian productions alike.

●

New One For Baxter

Warner Baxter will play the lead in "Doctor's Wives" for Fox and will work with Frank Borzage as director for the first time.

●

Exhibs. Beat Blue Laws

Chicago.—The exhibitors of Metropolis, Ill., have won their fight for the elimination of the blue laws, after many arrests for Sunday movies.

Movie Tickets For Old Galoshes

Moscow.—Money is not necessary to obtain admission to some of the Soviet picture houses. Payment in kind is accepted. The ads of some of the houses state that old overshoes, old clothes, bags, potatoes, eggs and flowers will be accepted as legal tender.

The cashier of the house determines whether the odds and ends offered justify the admission of the prospective patron. These conditions are especially in vogue in the country districts.

●

Opera House a Movie

Paris.—The Opera of Malta, which was built in 1731 and has remained unchanged since that time, is being equipped for sound and will be opened as a picture house.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

PATHE STUDIOS

The studio is not in full swing of production as yet, but it has several features in preparation which are ready to start at any time. The only units now working are on shorts.

Pictures in Production

"SEA-GOING SHEIKS"—A short, directed by Wallace Fox, and featuring Emerson Treacy, Ray Cooke and Mona Rico.

"HAROLD SEES THE INDIANS"—A Daphne Pollard comedy, directed by Ralph Ceder.

Pictures in Preparation

"LONELY WIVES"—To be directed by Russell Mack, from story by Walter De Leon. Edward Everett Horton and Laura La Plante head the cast.

"THIS MARRIAGE BUSINESS"—To be directed by Joseph Santley, with Helen Twelvetrees starred.

UNTITLED—Feature starring Constance Bennett and directed by Paul Stein. Ernest Pascal is writing the screen play.

"REBOUND"—Starring Ann Harding. To be directed by Edward H. Griffith, from play by Donald Ogden Stewart.

UNTITLED—Feature starring Bill Boyd. Story being written by Tay Garnett, who will also direct.

Pictures in Final Editing

"THE PAINTED DESERT"—From an original by Thomas Buckingham and Howard Higgin. Directed by Howard Higgin, with a cast including Bill Boyd, Helen Twelvetrees, William Farnum, J. Farrell MacDonald and Clark Gable.

TEC-ART STUDIOS

Pictures in Production

"GOLD DIGGERS OF HOLLYWOOD"—A Willis Kent production from story by Ida May Park, featuring Donald Reed and Phyllis Barrington. William O'Connor directing.

"SHEER LUCK"—Produced by Bruce Mitchell for Syndicate release, featuring Nick Stuart and Jobyna Ralston and directed by Mitchell.

"MICKEY MOUSE"—Series, produced by Disney Brothers.

"VOICE OF HOLLYWOOD"—Series, with Louis Lewyn directing.

"VAGABOND ADVENTURE"—Series, produced by Tom Terriss, with Elmer Clifton directing.

CLARENCE BROWN SAYS:
"I feel that your organization is deserving of congratulation and commendation for the service which you rendered me . . . "
INTERNATIONAL KINEMA RESEARCH
HE 6761 Hollywood Security Bldg.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

SYRACUSE

Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

SYRACUSE, N. Y.

"TOL'ABLE DAVID"
Keith's Theatre

Herald: Certainly one of the year's best talkies and so artistically produced that it must be considered for 1930's "Best Ten" list.
Post-Standard: Cromwell promises to be a credit to his profession. A new star.
American: In the classic class. It is literature visualized.

"WAR NURSE"
Loew's State Theatre

Post-Standard: It makes you think too much. It's a bit different from the regular war picture.
Herald: You may like it, that is, that you have a strong stomach for horrors and a broad sense of moral leniency.
American: A woman's "What Price Glory." It is no place for children.

"LITTLE ACCIDENT"
Fox-Eckel Theatre

Herald: Thanks to the high moral tone that prevails in Hollywood, it is so denatured in plot that it approximates safe and sane entertainment for the kindergarten.
Post-Standard: It's a riotous tale.
American: Neglects not a single opportunity to put over the big laugh.

"FOR THE LOVE O'LIL"
Empire Theatre

Post-Standard: Entertaining film.
Herald: Neat little comedy drama. Slightly above the level of the usual program comedy.

"DERELICT"
Paramount Theatre

Herald: The greatest interest is the sea and, thanks to fine photography and direction, the storm scenes are most realistic and unusually vivid.
Journal: He-stuff with the salty tang to the atmosphere.
Post-Standard: One of Bancroft's best pictures.

"SUNNY"
Strand Theatre

Post-Standard: The comedy situations are very good and are portrayed by actors who know how to make the most of their roles.
Journal: There is the grace and beauty of Marilyn Miller. Take no chances, get in to see it as early as possible.
Herald: It approximates a farce comedy with a song or two tossed in for good measure.

Mehlinger Returns

Artie Mehlinger, West Coast manager for Harms Music Company, returned last night after spending two weeks in New York, visiting his sister, who is critically ill.

●

Great Saving On Music

(Continued from Page 1)

would be a definite admission that music is out of the picture forever, and no producer will admit this, as all are waiting for some developments that will bring music back in its proper place for the enhancement of screen entertainment.

Fifth Romance In Film

In addition to the four romances in "Charley's Aunt," a fifth one, outside the picture, was added when Evelyn Egan, casting director for the Christie Film company, was married in Yuma to Edward Neilan Murray, sound technician on the picture.

●

Harlan To Open Cafe

Kenneth Harlan is dividing his time between free-lance acting and serving as president of a new company to re-open the abandoned Pom Pom cafe, situated on the border line of the city of Los Angeles.

Production Dept. Gets First Nat. Music Building

The Music Arts Building at the First National studios in Burbank is being converted into production executive chambers to handle the increase of business that will come through the moving of Warner studio officials to the Burbank plant.

This building, containing more than 10 suites and 20 individual offices, was completed last August at a cost of $250,000.

●

"Sea Devils" Finished

In addition to producing a series of short comedy subjects for Radio release, Larry Darmour has just completed the second feature length picture in his series of eight for Syndicate release. It will be released under the title of "Sea Devils," and depicts life in "Davy Jones' Locker."

●

Para. Signs McLeod

Norman McLeod, co-director of "Along Came Youth" at Paramount, has been signed to a contract by that company.

●

Harry Blauvelt Dead

Harry Blauvelt, veteran Pathe News cameraman, is dead in Middletown, N. Y., after a long illness.

●

Central Europe Anti-Talk

(Continued from Page 1)

rope which, when sound came in, found it impossible to stand the expense of installing sound equipment, are now reaping a harvest. They are running silents, and people seeking diversion in the picture theatres are passing up the big houses and hunting out the shooting galleries in the side streets which run silents.

One feature that makes this attitude of the public even more noteworthy is the fact that these smaller houses, unable to secure new silents, are running old ones over and over again, and are still doing more business than the sound-equipped houses.

The situation has become so acute that several of the agencies of American producing firms have advised their principals that there is a real harvest to be reaped by the American studios which first heed the warning and send over silents with music and sound effects.

B.B.B. Says:
A BITE, A LAFF WITHOUT FORMALITY
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

MURRAY SMITH
AND HIS ORCHESTRA
Now at Eddie Brandstatter's
MONTMARTE CAFE
HOLLYWOOD

Don Marquis On Fox Writing Staff

Don Marquis, creator of "Archie the Cockroach" and author of "The Old Soak," has fallen for motion pictures at last, in spite of all his firm resolutions. He has joined the Fox writing staff, his first assignment being an original for Will Rogers, to be produced after "Connecticut Yankee" is completed.

The story will be based on the life of a country doctor and Frank Borzage will direct.

●

Gershwin Plays Santa To Oblige Grauman

George Gershwin was introduced to the screen colony as a sort of Santa Claus, donating his services for the entertainment of the Hotel Roosevelt Blossom Room customers one night last week.

Gershwin received $5,000 a week recently to play three numbers a day for Roxy, but in Hollywood its different. He played five numbers at the Blossom Room as a sign of friendship for Sid Grauman, who is trying to put the supper room on the profit side of the ledger.

●

Music Sales Expands

Music Sales, a subsidiary of Warner Brothers engaged in operating a nation-wide chain of retail music counters, is acquiring more stores and counters on the Pacific coast. Orders were issued from the New York office to invade Bakersfield and to acquire two additional spots in the outlying districts of San Francisco.

●

Carolina Exhibs. To Meet

Charlotte.—The MPTOA of North and South Carolina will meet December 8 for its mid-winter session.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
John St. Polis
in "DISHONORED"
A Paramount Production

"I'm Alone Because I Love You"
and
Once Again
WITMARKS
ARE
HIT MARKS
Says
ART SCHWARTZ
From
The Music Center of the World
HOLLYWOOD

"GENERAL GINSBURG" — RKO
"A real knockout."—Film Daily. Directed by Mark Sandrich

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METROPOLITAN STUDIOS

Pictures in Work

UNTITLED—A two-reel Christie Gayety comedy, featuring Ford Sterling, for Educational release. William Watson directing. Story by Leon Berry.
UNTITLED—A two-reel Phil Ryan production for Paramount release, starring Chester Conklin, and directed by Frank Griffin.
"ROMANTIC ADVENTURES"—A two-reel series now being produced by Brown & Nagel for Tiffany release.

Pictures in Preparation

"FRONT PAGE"—From the stage play of the same name, to be produced by Howard Hughes, with Lewis Milestone directing and Louis Wolheim starred.
"BELOVED ENEMY"—To be produced and directed by Al Rogell for Tiffany release.
"MOTHER'S MILLIONS"—A Liberty production, starring May Robson, from the script by Winifred Dunn.
"THE APE"—A Liberty production, starring Harry Langdon, with Renaud Hoffman directing.
UNTITLED—A two-reel Christie "Vanity" for Educational release.
"AIR POLICE"—A Sono Art production, from the story by Arthur Hoerl.
"HELL BENT FOR FRISCO"—A Sono Art production from the story by Gene Pritchard.
"HAND-COLORED REVUES"—Based on stage revues and to be produced for the state right market by Craig Hutchinson.

Pictures in Final Editing

"GIRLS WILL BE BOYS"—A Christie two-reeler, starring Charlotte Greenwood, and directed by William Watson from script by Paul Girard Smith.
"THE PASSIONATE PUPS"—A two-reel Christie comedy, starring Bert Roach, directed by A. Leslie Pearce.
"DON'T LEAVE HOME"—A Christie Gayety comedy, starring Johnny Hines, with William Watson directing.
"ALOHA"—An Al Rogell feature production for Tiffany release, with Ben Lyon and Raquel Torres. Directed by Al Rogell from script by Adele Buffington.
"THE PROPERTY MAN"—A Phil Ryan two-reeler for Paramount release, featuring Chester Conklin and directed by Frank Griffin.
"TALKING SCENICS"—Shorts, produced and directed by Robert C. Bruce.

TIFFANY STUDIOS

This plant has two features and one short in work, with three features in final preparation.

Pictures in Production

"CAUGHT CHEATING"—From an original by W. Scott Darling, featuring Charles Murray and George Sidney, with Frank Strayer directing. Supporting cast has Nita Martan, Bertha Mann, Dorothy Christy, Robert Ellis and Tenen Holtz.
"FIGHTING THROUGH"—Formerly the "Midnight Stage," continues in work with William Nigh directing. Cast features Ken Maynard with support of Jeanette Loff, Wallace MacDonald, Carmelita Geraghty, Wm. L. Thorne and Charles L. King. Story is by Tom Burbridge, with Jack Natteford on the script.
"CHIMP FAMILY"—Series under the caption of "Aping Hollywood," is in work under the direction of Sig Neufeld. Story by staff.

Features in Preparation

"SINGLE SIN"—Story by A. P. Younger, to be directed by William Nigh, with Bert Lytell and Kay Johnson featured. Paul Hurst only other one of cast selected. Frances Hyland wrote the screen treatment.
"DRUMS OF JEOPARDY"—The Harold McGrath story now being adapted to the screen by Florence Ryerson. To be directed by George B. Seitz. Warner Oland only one selected for cast.
"THE BARBARIAN"—Story and script by A. P. Younger, now in preparation without a director or cast selected.

"Neck and Neck" Is Title

After struggling for several weeks to secure a suitable title for the first Seymour Felix picture, Fox has selected "Neck and Neck." William Janney has been the latest addition to the cast, which is now about complete and ready for rehearsals.

Work On Metal Film

Paris.—A metal film which may revolutionize the motion picture industry is engaging the attention of Louis Lumiere, the French inventor. It is supposed to be superior to celluloid in resistance, durability and lightness.

THE MASQUERS

"We Laugh To Win"

WILL STAGE THEIR

THANKSGIVING REVEL

Sunday Night, Nov. 23

•

HENRY CLIVE, Jester

•

THE PROGRAM

OVERTURE — The Masquers Orchestra, directed by Harry Casey.

•

MEMORIES—By Bert Levy.

•

"THE IMMORTALS" — By Frederick Lewis—Emmet Corrigan, Charles Winninger, Barney Fagan, Gerald Griffin, Frederick Lewis.

•

"THE ANGEL CHILD"—Little Billy.

•

A MODERN MERRY CHRISTMAS—By Walter Catlett —Walter Catlett, James Mack, Bobby Vernon, Kendall Evans, Walter Marshall, Frank Darien, Augustin Symonds.

•

PICTURE BRIDES—By Joseph Santley—Joseph Santley, William Arnold, Matt Betz, Clarence Nordstrom, Purnell Pratt, Cornelius Keefe, Glen Tryon, Francis McDonald, Stanley Taylor, Frederic Howard, Lorin Raker, Anthony Merlo, William Sullivan, Luis Alberni, Augustin Symonds, Walter Marshall, Jack Clark, Coit Albertson, Harold Howard, Frank Dunn.

•

HARRY STUBBS.

•

SCARLET—By Maude Fulton—Harvey Clark, Frederic Howard, Lee Moran, William V. Mong.

•

ELEVEN-FORTY-FIVE—Glen Tryon, Bobby Vernon.

•

HARRY GREEN.

•

SURPRISE—By Mitchell Lewis.

NEW YORK CITY
Cream Puffs *and* Slams
On NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY
"TOL'ABLE DAVID"
Mayfair Theatre

Evening World: In our opinion, Cromwell, with more competent help, could have made a superb picture out of this story.
World: It's as good as the original. Good entertainment.
Telegram: Fine, sensitive, beautifully acted picture. It is a fine picture.
Journal: Sincere effort that holds one's attention, due to the consistently able work on the part of the shrewdly chosen cast.
News: A movie of merit. It deserves your attention.
American: Thoroughly meritorious transcription. Distinguished for uniformly good acting, good photography and generally smooth tale-telling on the part of the director.
Herald-Tribune: An effective and rather lively photoplay. It thereupon becomes one of the better films.

"THE DANCERS"
Roxy Theatre

Sun: Only so-so, program fare. Could have been better although it will probably pass in the movie crowd.
American: Tedious, outmoded movie. As entertainment there is small excuse for it.
News: The piece holds your interest pretty well and the scenery is quite beautiful.
Evening World: Hasn't lent itself particularly well to the talking screen.
Times: Free, but entertaining audible pictorial translation of Sir Gerald du Maurier's play.

"LAUGHTER"
Paramount Theatre

Telegram: It is superb in every respect. Perfect cast, witty dialog, expert direction and a perfectly developed and constructed story.
Post: It is a sly and diverting romance, touched off with the sparkle of Donald Ogden Stewart's dialog, and expertly played. Should be seen for its own sake and to encourage producers to make more like it.
World: Advise your friends to drop in and see it. Superior in every way to the run of Broadway productions.
Evening World: In film form, it is actually shoddy. Only occasionally is it and never finding. There are few like it. Whatever you do, don't miss it.
Journal: Thoroughly enjoyable picture that has sophistication, charm, imagination. You'll enjoy "Laughter."
Times: Clever nonsense, drama and satire.
News: Crackerjack performance. There is plenty of humor. You'll like it.
American: Excellent dialog, fine direction and competent troupers in the cast.
Herald-Tribune: In every way I can think of, from writing to acting, so superior that any comparison would be a bit cruel. One of the most truly distinguished photoplays, and one of the really good recent plays.

"BROTHERS"
Capitol Theatre

Sun: It is unimportant; undistinguished, and there are several loopholes; but its mechanical story holds the attention and for what it is, it comes off.
Telegram: With its sure-fire hokum and gags that are plain in intent to win audience appeal, it will have the same success it enjoyed on the stage.
Post: It all depends on whether you prefer your Bert Lytell with or without a moustache. The answer, I think, is no.
Evening World: In film form, it is actually shoddy. Only occasionally it is convincing.
American: Pretty antique and hokey as to subject matter. Lytell manages to provide, almost unaided, an interesting hour's entertainment.
Times: Pretty shoddy material. Is not at any time even mildly probable.
Herald-Tribune: Grist of the cinema mill and will find its audience.

"All Quiet" A Winner

Capetown.—The Alhambra theatre is playing to capacity with "All Quiet on the Western Front." It will play all the African theatres.

●

Hoffman On Way West

New York.—M. H. Hoffman left here yesterday for Hollywood.

104 Shorts For Para.

New York.—Production on the short reel program for 1931-32 will get under way at the Paramount Astoria studio about March 1. The program calls for 104.

●

New U.A. St. Louis Mgr.

St. Louis.—Jerry Marks has succeeded Joe Levy as manager of the United Artists exchange here.

Operators Will Improve Service

New York.—Sam Kaplan, president of the Motion Picture Operators Local 306, is organizing a corps of expert projectionists and sound engineers who will make periodical inspections of every union-operated theatre in New York and check up on every phase of sound projection. It is the intention of the local to make projection in these theatres as nearly perfect as is possible.

This service is voluntary by the union and there is no charge to the exhibitor. The members of this inspection corps will also be ready in case of emergencies, day or night, to correct any faults or breakdowns.

●

"Cimarron" Company After Land Rush Again

Wesley Ruggles with his staff of assistants and the featured cast left again last night for Bakersfield in a second attempt to film the land rush scenes for "Cimarron." The company was forced to return to the studio last Monday, after encountering heavy rainstorms on the location.

It is estimated that this rain cost the company in the neighborhood of $50,000 for each of the six days lost.

●

New Jersey Exhibs In One Organization

Camden.—Exhibitors from all over New Jersey met at the Walt Whitman Hotel here yesterday and decided on the formation of one New Jersey body instead of the Southern half of the state aligning itself with Philadelphia as has been the case. The new body has 200 members.

Sidney Samuelson heads the group.

●

Bryan Foy To Produce Shorts At Educational

New York.—Bryan Foy, former Warner producer and director, has been signed by Educational to produce a series of shorts. He leaves for Hollywood Sunday.

●

To Reclaim Old Silents

(Continued from Page 1)

this product better than the independents or an individual.

From any angle, Consolidated cannot lose, for it also controls or operates poster and accessory companies and a printing plant, and is further understood to be interested in the production of serials for the independent market. This places the company in a position to operate an independent state right proposition immediately and get into the big money. It also is in a spot where foreign distribution can be handled to advantage.

The original producers of the films to be reclaimed with sound discs have no redress, as the laboratory holds first lien and, in most cases, a quit claim on all pictures that have not been paid for.

Talkie Film As Evidence O. K.

Philadelphia. — Judge Gasthrop, in the Superior Court, accepted as evidence a talkie film of a confession made by Harold Roller, accused of robberies in the Oak Lane district. This was the first use of sound film here in such a manner.

25 Per Cent of Houses In Latin-America Wired

New York.—A recent survey conducted by a group of Latin-American film buyers here shows that out of 6,000 theatres in all the Latin-American film countries, there are only 1,500 wired.

The reason for the Latin-American theatre owners' reluctance to modernize their houses is due to shortage of suitable talking pictures for the Spanish market.

●

Ohio Exhibs Would Stop Censorship

Columbus.—The closing day of the convention of the Ohio Exhibitors was a heated session which finally resulted in a heavy vote for the repeal of the State censorship laws.

The convention also went on record as favoring a reduction in score charges.

●

2500 Theatres For Para. Fashion Ads

New York.—Paramount is making "Screen Broadcasts," which is fashion advertising on the screen. It has about 2500 theatres signed up for the service, including the thousand Publix houses.

●

"Dirigible" Nearly Done

After five months of actual production on "Dirigible," Columbia will complete the picture within three weeks. Frank Capra is directing.

●

Phil Reisman to N. Y.

Phil Reisman, general sales manager for Universal, who has been here several days in the course of his tour of all exchanges, left last night for New York.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

THE PICTURE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave. Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Hollywood Portrait No. 8.—When she first came to Hollywood she was a pretty girl trying to get in pictures. She didn't. She returned to New York, met and married a man well liked by everyone. By her colossal nerve and horning in where she really wasn't wanted, she succeeded in meeting nearly "every one of importance." She is bad news to everybody, but is tolerated because of her husband. She has sat in a room with people who "knew her when," and denied that she was ever a chorus girl. She was. She is rude and ungracious except to someone she thinks can "advance" her. Her husband adores her. She is in Hollywood now—enjoying his popularity. She has a weird conception of what constitutes a lady.

•

A singer, who recently completed her first picture, indulged herself in a strange fancy at a swank party the other night. Probably thinking of dear days in Italy where she once studied, she grabbed several large bunches of luscious grapes from the buffet and stamped them beneath her feet all over the expensive carpet. Cute?

•

A large and charming party was given the other evening by a picture executive and his wife in honor of Mr. and Mrs. Nicholas Schenck. The guests had been assembled for quite some time and were awaiting the guests of honor, when it was discovered they had left on "The Chief."

•

Try to sell Joe Schnitzer or any other executive of Radio Pictures the famous climate of California. Just try—that's all. Radio has been trying for a week to shoot the land rush scenes for "Cimarron" at Bakersfield. A cloudburst held up production the day they started and work has been delayed ever since. With the thousands of extras, of cattle and horses, the loss runs to about $50,000 a day. Most unusual, as we say in sunny California.

Chevalier Film Best In St. Paul

St. Paul.—Chevalier in "Playboy of Paris" at the Paramount theatre, is doing the best business of the week. It opened well and has been drawing satisfactory crowds since.

"The Silver Horde" at the Orpheum is doing only fairly well, being weighted down with a poor vaud bill. "Doorway to Hell" is poor at the Riviera.

"Danger Lights" at the President is doing good business. Louis Wolheim is well liked here, and both Armstrong and Miss Arthur have plenty of followers. "Girl of the Golden West" is the type of film that appeals to Tower audiences, so business is good.

•

"Feet First" Is Poor In Jacksonville House

Jacksonville.—The surprise of the week here was the poor showing made by the Harold Lloyd film, "Feet First." The management of the Florida theatre (a Publix house) tried to pull it, but the contract stuck and it played out its time. "Fast and Loose" succeeded it to equally bad business.

"The Silver Horde" at the Palace was only fair, but "The Squealer" opened big at the Imperial.

•

Musicians Are Helping

St. Louis.—The musicians of this city are giving a series of Sunday concerts in the theatres to aid unemployed members.

PRODUCTION NOTES

Paul Hurst engaged for cast of "The Single Sin" to be directed by William Nigh for Tiffany.

•

William Janney added to the cast of "Waiting at the Church" at Fox, featuring Maureen O'Sullivan and John Wayne.

•

Ninette Faro engaged for the cast of "Once a Sinner" at Fox.

•

Anne Douglas Sedgwick's novel, "Philippa," has been purchased by Fox.

•

James Donlan, who played the chubby reporter in "Front Page" on the stage, will have a similar role in "Dance, Fools, Dance" at MGM. Russell Hopton has been signed for the same picture.

•

Noted Author Coming

Hugh Stange, well-known playwright, has been signed to write for Fox films and will report at Movietone City about December 1. Mr. Stange has written a number of stage hits, including the dramatization of Tarkington's "Seventeen."

•

Pathe Signs LaPlante

Laura LaPlante yesterday signed a Pathe contract to play one of the leading roles in "Lonely Wives."

Europe Leads U. S. In Theatres

(Continued from Page 1)

are but 14 houses that can run talkies, and these have been equipped since October 1.

There are not fifty of what we know on this side as deluxe houses in all Europe. Most of them seat between 300 and 750, with a very small percentage seating more than 1,000.

The following table shows the number of theatres in European countries and the number equipped for sound:

	Number of Theatres	Number of Seats	Sound Equipment
Germany	5216	1,784,000	648
Russia	5164	2,000,000	14
Great Britain	4210	2,300,000	1218
France	4172	2,100,000	916
Spain	3000	1,350,000	228
Italy	2714	1,800,000	237
Czechoslovakia	1350	418,000	94
Sweden	1016	386,000	106
Belgium	930	287,000	61
Austria	815	247,000	73
Poland	628	200,000	28
Hungary	595	218,000	72
Rumania	416	198,000	47
Switzerland	372	170,000	54
Jugoslavia - Albania	342	84,000	13
Greece	281	100,000	29
Norway	280	112,000	36
Denmark	279	90,000	60
Portugal	174	98,000	32
Turkey	114	51,000	7
Latvia	87	37,000	6
Lithuania	69	17,000	3
Monaco	12	5,000	2
	32,236	14,052,000	3984

Tuna Fishing Reel Is A Great Short

"FISHERMAN'S PARADISE"
MGM

Produced and Directed by.....
.....Harold Austin
Dialog by.....Joseph Farnham

Boys—here is the unusual. Here is entertainment all in caps. It is something different, fresh, breezy and a great reel. It is the last word in shorts, one that will send your audience out of the house talking, and when they get home they will still be talking. It is great because it is real, no acting, no staging, no hokum.

"Fisherman's Paradise" is a single reel made on a tuna fishing boat, photographed many miles out in the Pacific. It shows how fish are caught and Joe Farnham with his dubbed-in dialog puts the event over in a very big way.

The first night audience at the Carthay Circle theatre laughed at the Farnham cracks and was awed by the sight of these fishermen pulling in giant tunas at the rate of 30 a minute.

If you want something good, something new, something highly entertaining, rush to your nearest Metro-Goldwyn-Mayer exchange and book "Fisherman's Paradise" and prepare to hold it for a long time.

•

Novelty Christmas Short Is Pleasing

"A CHRISTMAS FANTASY"
Produced by C. C. Burr

Direction.....Neil McGuire
Photography.....William Thompson
Cast: Edmund Breese, Charles and Eva Kisco and Nat Pendleton Band.

This is a short subject made for holiday theatre runs that should prove a delightful novelty, as it depicts the travels of Santa Claus in Southern and Winter climes, done in a highly artistic manner by Neil McGuire, who uses animated drawn backgrounds to get his ideas over.

Scenes of children awaiting Old Nick, stockings hung in place, with a Dickens background, snow, reindeer, carol singing and music are impressively executed.

Short flashes of scenes depicting the Christmas cheer are shown, all accompanied by an off-stage talk by Edmund Breese, who gives the novelty the necessary touch and the impression that the theatre management is sponsoring the picture as a Yuletide message of greeting to the patrons. A result, the picture will save the theatres playing it the trouble of showing slides or film of Christmas greetings, the picture ably accomplishing that purpose.

•

Canada Publix Better

Montreal.—The report of the United Amusement Company, affiliated with Publix, for the year ended August 30, shows net earnings of $278,452 after all charges. This is equal to $3.75 a share, against $3.41 last year. The company has 17 houses.

•

Clyde Cook has started his first Mermaid comedy, "The Shooting of Dan the Duck," at Metropolitan. Arvid Gillstrom directing.

THE Hollywood DAILY REPORTER

Vol. II, No. 9. Price 10c — TODAY'S FILM NEWS TODAY — Saturday, November 22, 1930

EUROPE'S THEATRES

TRADEVIEWS
by W. R. Wilkerson

ONE OF the queer twists to this industry is the fact that few production departments will work with the sales end, and vice versa.

If there was ever a need for cooperation between two departments in any business, it is certainly required by the motion picture business.

Why must these two branches of any company always be at daggers-points? What reason has either of them for ducking cooperation with the other? Why should one be continually criticizing the other?

Anyone who can successfully answer these questions and correct the situation, will write the future success of the business.

Show us the company whose production and sales ends work hand in hand and we will point to the most successful organization in pictures.

Why should not all of them be that way?

•

METRO-Goldwyn-Mayer has the snappiest short reel we have ever seen, sound or silent. It is titled "Fisherman's Paradise." It gave the first night crowd at the Carthay Circle Thursday night, a lot of entertainment and a lot to talk about all day yesterday.

The telegraph companies probably could report an unusual activity on the part of a lot of competitive producers who burned the wires to all parts of the country digging material that would shape into a success of the type of this MGM short.

And while on the subject of the Carthay opening, Marie Dressler, who hogged the whole evening (God bless her), paid a great tribute to writers in handing out the bouquets for "Min and Bill." She said:

"The greatest producer, the best director, the finest supervisor and the best cast—mean nothing if you have not got the story."

•

The Fox Movietone sketches designed to spur buying and boom prosperity, which are authored by Harley L. Clarke personally, have made such a hit that a schedule for two a week has been arranged. Four have been put out already.

Dividends Up?

New York. — An increase in Loew's dividend to $4 a year and the inauguration by RKO of an initial 25-cent dividend the first of the year are persistent Wall Street rumors.

Hughes Lab. May Get Radio's Work

It is rumored that Radio has abandoned its building of a studio film laboratory and will divert the developing and printing of all black and white film to the new Multicolor plant, now nearing completion here at a cost in excess of $1,000,000.

With the Radio account and what business that can be secured from the United Artists group of producers, Howard Hughes will be able to keep his new color plant going without the aid of color work, if necessary.

CONSOLIDATED MAY PUT SOUND IN OLD SILENTS

It is understood that the Consolidated Film Laboratories is going to reclaim most of the silent pictures it has in its vaults as a result of either non-payment of printing and developing, or through money advanced to the producers, use its new acquisition, the American Record Company, for the recording of sound for these silents and release them on the independent market.

Ben Goetz, West Coast head of Consolidated, is said to have left Hollywood for New York with this plan in view.

Consolidated is said to have in excess of $1,000,000 tied up in shelved independent pictures, fully or partly financed by it, plus laboratory charges for the developing and printing of the subjects. It has the advantage of an inside on the state right market, putting it in a spot for the disposal of

(Continued on Page 3)

Total Shows 32,236, With Seats For 14,052,000 And With Sound Equipment In 3984

Against 25,784 houses, open and closed, in the United States, the figures for Europe, just compiled by this publication, show a total of 32,236. Of this number there are but 3984 equipped for talking pictures.

Germany leads all European countries with 5216 theatres, with seats for 1,784,000; Russia comes next with 5164, with over 2,000,000 seats. Great Britain has 4210, with a total capacity of 2,300,000. France checks in with 4,172, with seats for 2,100,000.

England has the largest number of houses equipped for sound with 1218, France next with 916, and Germany follows with 648. In all Russia there

(Continued on Page 2)

Greta Garbo To Do "Grand Hotel"

New York.—"Grand Hotel," the play now running at the National theatre, is being financed by Metro-Goldwyn-Mayer.

It is designed as Greta Garbo's next picture following "Mata Hari."

Merwyn LeRoy Back At First National Jan. 1

With orders to return to his home studio at First National, ready for work, by January 1, Mervyn Le Roy will begin actual shooting on "Gentleman's Fate" for MGM next Monday.

•

Philadelphia Sunday Benefits Called Off

Philadelphia. — The Philadelphia exhibitors have called off the Sunday shows which were to have been given as benefits for the unemployed, because their attempt at charity was branded as an effort to force the recognition of regular Sunday movies.

•

James Heads Ohio Exhibs.

Columbus.—William James was re-elected president of the Ohio MPTOA.

U. A. Realigns Its Sales Divisions

New York.—United Artists has re-aligned the United States in the matter of sales divisions and now has four. Paul Burger, Eastern manager, has supervision over New York, Philadelphia, Washington, Charlotte, Atlanta, New Haven, Boston and New Orleans.

The mid-Western division, under Frank Zimmerman, includes Buffalo, Cincinnati, Cleveland, Detroit, Indianapolis and Pittsburgh. The Southwestern, under Cresson Smith, has Chicago, Dallas, Kansas City, Milwaukee, Minneapolis, Omaha and St. Louis.

Jack Schlaifer has the Western division, with Los Angeles, Denver, Salt Lake, San Francisco and Seattle.

•

Clarke and Rice On Loew's Board

New York.—Harley L. Clarke and Harry M. Rice were elected to the board of directors of Loew's, Inc., to take the places of Louis Greenfield and A. R. Rubenstein, who have retired.

•

Hiram Brown to N. Y.

Hiram S. Brown left for New York last night, after spending two and a half weeks here conferring with studio officials on next year's product.

•

To Fight Wis. Blue Laws

Milwaukee. — Assemblyman John Grobschmidt will renew his attack on the Sunday Blue laws in the 1931 legislature. The law is 70 years old.

DON'T MISS IT! THE HOLLYWOOD REPORTER — HOLIDAY NUMBER — OUT DECEMBER 22.

THE REPORTER DAILY

W. R. WILKERSON .....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd Subscription rates including postage per year United States and Canada, $10.00; Foreign $15.00; single copies 10c.

THE LOWDOWN

We hear that a certain girl, who has been drawing a weekly "salary" from one of the major producing organizations for the past three years to keep her mouth shut about one of their stars, is on her way to Hollywood. We wonder whether she's going to get a new "contract!"

●

With the market flooded with more motion picture fan magazines than ever before, the studio publicity offices are being taxed to service the young army of free lance writers and correspondents, gathering material to keep these magazines filled. The demands of the writers have not changed in five years, and one studio is establishing a catalogued library of mimeographed copies of stories usually requested by the fan writer. If a symposium is wanted on the love affairs of certain stars, their home life, favorite hobbies — presto — and the writer is on his way.

●

One of the best known directors of the business five years ago made his appearance on a set at a large independent studios as an extra. He was playing atmosphere with featured players who had once worked extra for him.

●

Refusing to be outdone sartorially by Joan Crawford, who wears 26 different gowns in "Dance, Fools, Dance" at MGM, William Bakewell, playing a young wastrel in the same picture, reveals a wardrobe which contains 117 lounging and bath robes.

Clara To Break Record

Clara Bow's record of being the only picture star never to attend a Hollywood premiere is to be shattered next Tuesday night. The Paramount publicity department has sold her the idea of going to the first night of "Morocco," at the Chinese.

●

Kontos Adds Two

Chicago.—Gregory Kontos, Chicago chain owner, has bought two more houses here to add to his circuit, and is dickering for five others.

"HALF GODS" IS GOOD FOR ANY KIND OF AUDIENCE

"HALF GODS"
Universal

Direction .....Hobart Henley
Play .....Sidney Howard
Adaptation and Dialog ..Edwin Knopf
Continuity .....Winifred Dunn
Photography.....Hal Mohr
Film Editor.....Ted Kent
Cast: Conrad Nagel, Genevieve Tobin, Zasu Pitts, Monroe Owsley, Bertha Mann, Ilka Chase, Lee Moran, George Irving, Reginald Pasch.

Another of the new era pictures from Universal and one that promises well. Good cast and story; sound, photography and sets O. K. Good program picture, rather sophisticated, but will please all classes. Entertaining comedy drama of a high caliber, with just enough seriousness to lift it out of the light comedy class.

Conrad Nagel, Genevieve Tobin, who has particular charm, and Zasu Pitts naturally stand out in the cast with their splendid roles. It is interesting to note how well Miss Tobin and Nagel team together and "Half Gods" offers them better parts than their first co-starring efforts.

As usual, Zasu Pitts supplies a great portion of the comedy and draws the laughs, though the leads have their share of humorous moments. Monroe Owsley, Broadway import, who is remembered from his first appearance in "Holiday," gives an excellent characterization, while Ilka Chase carries a small part with her characteristic poise.

The story, one of marital difficulties, while not original, has the virtue of being pretty true to life, but not too realistic. It allows audiences to chuckle at the ridiculous reasons married folks can find to quarrel about without making them uncomfortably comparable. It has a new twist too, mainly the introduction of a companionate reconciliation marriage which offers amusing complications.

Held up as the ideally happy couple for six years, the pair finally come to the parting of ways with a good many domestic scenes interpolated. This is when the picture really gets under way. They split and make up three times, and are finally brought back together through their love for their children.

Adaptation and dialog have been provided by Edwin Knopf for the film, which was taken from Sidney Howard's play. Though some of the situations and the conversation border on the risque, Hobart Henley, who directed, has skirted them neatly.

●

"The Laugh Back" Surely Keeps the Laugh Back

"THE LAUGH BACK"
Universal

Direction .....Stephen Roberts
Photography.....Edward Cline
Screen Play.....
.....Sidney Levee, Nicholas Barrows
Cast: Monte Collins, Dick Alexander, Marion Shockley, Jack White, Pitzi Katz, Russ Saunders.

"The Laugh Back" is dreary fun. Even for those who are still interested in football yarns wherein the dumb hero wins out in the end, the laughs are few and far between.

During most of the picture the hero is either running in the wrong direction, or attempting to score a touchdown when the ball is not in play.

Monte Collins is convincingly dumb as the hero. Marion Shockley plays her role of the girl who has faith in spite of all, with great charm. Dick Alexander makes a satisfactory comedy heavy, which means that he goes through both reels surreptitiously kicking the hero when no one is watching. Pitzi Katz, who at one time was in vaudeville, is responsible for most of the infrequent laughs.

●

Norris To Adapt Own Novel For Universal

Charles G. Norris, author of the birth control novel, "Seed," has arrived from Palo Alto to begin the work of writing the screen treatment of his book for Universal.

As Mr. Norris has had no previous experience at writing screen adaptations, he will have the collaboration of an experienced screen writer if he desires.

●

Forum Club Meets

The Forum Club, composed of Elks who work in pictures, held its first meeting in the Masonic Temple, in Hollywood, and elected as temporary officers: Eugene Gehrung, president; Jack Winn, secretary; and Jess Clay, treasurer. Permanent officers will be chosen next Tuesday night, and all Elks in pictures are invited to attend the meeting, to be held at the same place.

●

Radio Shorts Soon Done

Almost all the shorts planned for Radio release for 1930 and first half of 1931, will be completed by December 15, and production in the short reel division will be stopped until April 1.

Modern Theatre in Egypt

Paris.—A new and thoroughly modern picture theatre has been opened in Alexandria, Egypt. It has 1,600 seats and is called the Rialto. It is equipped for sound.

●

New Columbia Manager

New York.—Columbia has appointed Ben Benjamin Middle States division manager with headquarters in Kansas City. He was formerly with Universal and RKO.

●

Lya Lys on Way to MGM

New York.—Lya Lys, one of Metro-Goldwyn-Mayer's French importations, has arrived in New York and will ship for Culver City immediately.

●

Radio's Australian Mgr.

William Scott has been appointed Australian manager for Radio pictures.

Finkelstein Back In Exhibitor Game

Minneapolis. — Harold Finkelstein, son of Moe Finkelstein, of the Finkelstein and Rubin chain which was sold to Publix, has bought three houses in Spencer, Iowa, thereby closing the town to competition.

This is the first move of any of the Finkelstein family to get back in harness.

●

Ann Harding Will Have Home Talkies

Ann Harding, Pathe star, and her husband, Harry Bannister, are adding a talking picture theatre to their hilltop estate.

The novelty of this will lie in the fact that a tennis court will be built on the roof of the miniature theatre, for which excavation is now being made. This plan was conceived by Bannister as both more practical and more lovely than the solid wall of cement which would mar the approach to the estate if a tennis court alone were built.

●

Ollie Garrett Doing Script for Warners

Oliver H. P. Garrett, Paramount contract writer who is on a three months leave of absence, is spending his time writing the script for Warner Brothers next epic of the air, as yet untitled, but known as the Balloon Story.

William Guthrie is now in New York gathering equipment for the production. William Wellman will direct and Grant Withers will be featured in it.

●

Henley Stays at "U"

Universal has secured a further loan of Hobart Henley for a second picture, as yet untitled. He just completed his first, "Half Gods," under the original arrangement with Warners.

●

El Brendel in Person

El Brendel left last night for San Francisco, where he will make personal appearances at the four shows tomorrow at the Fox theatre in connection with "Just Imagine."

●

Operators to Give Dance

New York.—The seventeenth anniversary of Moving Picture Machine Operators local 306 will be celebrated tomorrow night at a dinner dance at the Hotel Astor.

●

"Buddy" Rogers Back

New York. — Charles "Buddy" Rogers has arrived in New York after his six weeks' vacation in Europe.

CHARLES
GEORGE
SAXTON
STORIES and DIALOGUE
FOR RADIO PICTURES

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FIRST NATIONAL STUDIOS

This studio is still shooting only foreign versions, but has a host of stories in preparation, ready to begin production work any day.

Pictures in Production

"SHOW GIRL IN HOLLYWOOD"—French version, being directed by Clarence Badger, with a cast headed by Suzy Vernon, Vital-Geymond and Leon Larive. Adaptation by Earl Baldwin and Paul d'Estournelles.

"THE LADY WHO DARED"—Spanish version, being directed by William McGann, with Luana Alcanez, Antonio Vidal and Martin Garralaga in cast. Based on "The Devil's Playground," by Kenneth Saunders, adapted by Alvaro Gimeno.

Pictures in Preparation

"A LADY FOR LOVE"—Novel by Alan Brener Schultz. To be directed by Clarence Badger, with Loretta Young starred.

"BIG BUSINESS"—College Humor serial by an anonymous author and shortly to appear in novel form. To be directed by Mervyn LeRoy, with Dorothy Mackaill starred, from a script by Charles Kenyon.

"CHANCES"—From a novel by A. Hamilton Gibbs, which will be Douglas Fairbanks, Jr.'s first starring picture. Being adapted by Waldemar Young.

"AMBUSH"—Based on the play by Arthur Richman (which was produced by the Theatre Guild, under the direction of Robert Milton). This will star Loretta Young, with adaptation by Francis Edward Faragoh, under the supervision of Robert Lord. Directed by John Francis Dillon.

"PARTY HUSBAND"—From the novel by Geoffrey Barnes, now being adapted by Charles Kenyon, with possibly Dorothy Mackaill as feminine lead.

"PARIS PREFERRED"—Original by Humphrey Pearson, which William A. Seiter will direct.

"BROAD-MINDED"—An original by Humphrey Pearson, Henry McCarty and Edgar Alan Woolf. Mervyn LeRoy will direct.

AN ORIGINAL COMEDY—By Bert Kalmar and Harry Ruby, to be directed by Mervyn LeRoy.

AN ORIGINAL—By the team of Herbert Fields, Richard Rodgers and Lorenz Hart, which they will personally supervise, with Clarence Badger directing.

"THE TENDERFOOT"—Play by Richard Carle, produced many seasons ago, and which will star Joe E. Brown.

A MARILYN MILLER PRODUCTION—To be written by the team of Fields, Rodgers and Hart.

AN ORIGINAL FOR RICHARD BARTHELMESS—Now being written by John Monk Saunders.

AN ORIGINAL AIR STORY—By Howard Hawks and John Monk Saunders.

"THE HONOR OF THE FAMILY"—By Balzac, being adapted by Lenore Coffee, with Walter Huston starred and Hobart Henley directing.

"THE GREEN CAT"—A German play by A. M. Willner and E. Rubicius, being adapted by Francis Edward Faragoh, with Dorothy Mackaill starred and William A. Seiter directing.

"YOU AND I"—Play by Phillip Barry, which will star Loretta Young.

Pictures in Final Editing

"MOBY DICK"—German version, directed by Michael Curtiz, with Wilhelm Dieterle and Lissi Arna in cast. Adaptation and dialog by Ulrich Steindorff.

"THE AVIATOR"—French version, directed by William A. Seiter, with Douglas Fairbanks, Jr., Vital-Geymond and Jeanne Helbling in cast. Story by Humphrey Pearson and Irving Asher.

UNITED ARTISTS STUDIOS

Pictures in Production

"REACHING FOR THE MOON"—A Joseph M. Schenck production with Edmund Goulding directing. Starring Douglas Fairbanks, with Bebe Daniels, Edward Everett Horton, Jack Mulhall, June MacCloy, Claud Allister, Helen Jerome Eddy, Kate Price, Walter Walker, Emmett Corrigan, Luana Walters and Adrienne d'Ambricourt in cast. Music by Irving Berlin.

Pictures in Preparation

UNTITLED STORY—By De Sylva, Brown and Henderson to be directed by Leo McCarey. Cast not selected, but possibility that Gloria Swanson will play the lead.

Pictures in Final Editing

"KIKI"—Starring Mary Pickford, with Reginald Denny, Joseph Cawthorne, Fred Walton, Fred Warren and Phil Tead in cast. Sam Taylor directed and also did the adaptation.

Music Leaders

For the New York district as reported for the New York district by the Plaza Music company for the week ended November 15:

"When the Organ Played At Twilight"—Santly.
"Betty Co-ed"—Carl Fisher.
"Little White Lies"—Donaldson.
"Kiss Waltz" ("Dancing Sweeties")—Witmark.
"I'm Yours"—Famous.
"Three Little Words" ("Check and Double Check") Harms.
"Springtime in the Rockies"—Villa Moret.
"Here Comes the Sun"—Robbins.
"Go Home and Tell Your Mother" ("Love in the Rough")—Robbins.
"I'll Be Blue Just Thinking of You" ("One Hour Tonight")—Remick.
"Body and Soul" ("Three's A Crowd")—Harms.

New Music Firm

Dick Powers and Ted Snyder, the latter a former partner of the Watterson, Berlin & Snyder firm, have formed a music publishing company, with headquarters here. Powers recently walked out on the Phil Kornheiser company.

Stars Selling Movies Over Air

New York.—National Screen Service has been given the distribution of the trailers to be made by Famous Artists of the Air, which has reserved time over 150 radio stations. It is estimated that they will have an audience of 15,000,000.

Four or five trailers a week will be issued, covering the product of the largest picture producers. Among those engaged to broadcast are Eddie Dowling, Willie and Eugene Howard, Helen Morgan, Paul Whiteman, Gus Edwards, Hal Skelly, Ray Dooley and Armida. These will be augmented by screen stars who appear in the production being plugged. Walter Huston has already recorded for the "Abraham Lincoln" trailer.

●

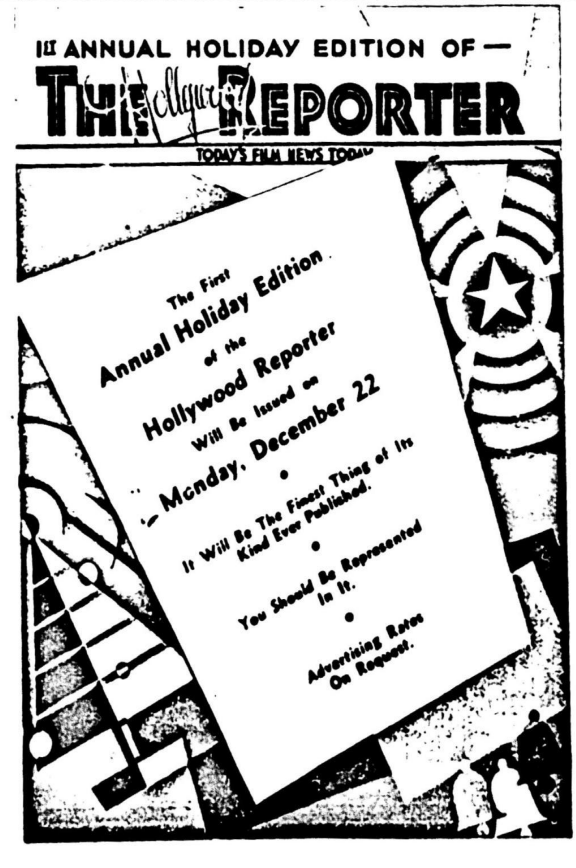
Warner Brothers Sign Darmouth Grad.

New York.—Robert Allen, 24, and a Dartmouth grad., has been signed by Warners and is leaving for the Coast this week.

●

Reichenbach Back at "U"

New York.—Harry Reichenbach has been signed by Universal to do special exploitation on "See America Thirst." He did several others for this company in the past two years.



THE Hollywood DAILY REPORTER

Vol. II, No. 8. Price 10c — TODAY'S FILM NEWS TODAY — Friday, November 21, 1930

DRIVE FOR THEATRES

TRADEVIEWS
by w. r. wilkerson

READ 'em and weep.
Read the box office calamities in New York last week on page three of today's paper. Read the same thing for Chicago and Philadelphia.

Read also an item that Chicago exhibitors are considering the closing of their houses on Sunday, saving that money, giving the entire house personnel a day's rest. All because business is so bad that it would pay them to close the houses for that day.

Then think back a bit and remember the budgets announced by various studios for production next year.

Take your pencil, add or subtract. Mostly the latter.

Those are conditions today.

Zukor hit the nail on the head when he said "more work, more push, more intelligence, more advertising."

•

THE PICTURES of next year cannot and will not cost more than half the money that studios have been in the habit of laying out for talkies. They cannot, and make money. They have to make the picture to fit the exhibitor's pocketbook.

To do this does not necessarily mean the firing of everyone in sight. Personnel will have to be cut, should be cut and is being cut. There have been too many people who simply did not belong, people who did not function and never would.

There will always be a fat envelope each Wednesday for brains, for work, for organization. There will be nothing there for others for, if there is, the business will be sunk.

•

THERE are too many $1000, $2000 and $3000 a week executives whose ignorance retards every effort that means anything; men who don't know what it is all about and never will; men who have been kept on the payroll through family relationship, friends or politics. They have to go.

Waste will have to go.

With brains working, with organization down to a sensible basis, with cooperation between the production and sales departments, better pictures can and will be made at half the cost of those made since the inception of sound.

What Do They Want?

"Disraeli!" Academy prize to George Arliss for year's best performance.

"Disraeli!" Photoplay gold medal for best picture of year.

"Disraeli!" $300,000 in the red, according to Harry Warner at the MPTOA convention.

"Tol'able David" Held Over In N. Y.

New York.—Columbia's "Tol'able David" has been held over for a second week at the Mayfair. Business of $40,000 in five days justified this move.

Richard Cromwell, the star of the picture, left Hollywood last night for New York to make personal appearances during next week.

Every Large Organization In Pictures In Action In Every Part of Country Buying And Building New Houses

The big theatre push is on. Paramount, Fox, Radio and Warners, United Artists and Harold B. Franklin, together with several big independents are combing the country for theatres and theatre sites.

All of the big companies have more scouts out on the job spotting houses and locations than ever before. These scouts are as thick as flies in almost every section of the country.

In former years, big strings were built more with the feeling of protection; the same companies are now after sufficient houses to render them immune from any outside disturbance

(Continued on Page 3)

Clayton Sheehan Seeks Foreign Studio For Fox

New York.—Clayton Sheehan, foreign manager for Fox, has left for Europe to find a studio for Fox's foreign production. England is the most probable location.

RKO TICKET SALES PLAN TO HELP UNEMPLOYMENT

New York.—RKO houses throughout the country have hit on a plan to help the unemployment situation, and, by so doing, to boost their box office, in the form of a gigantic ticket selling campaign.

In every town where there is an RKO house, those in charge of the city administration will be advised that the local RKO theatre will launch a plan to relieve a certain amount of unemployment. Men and women, recommended by the administration, will be given jobs of selling tickets for the RKO house throughout the town. RKO will pay 25 per cent commission for every ticket sold, and those selling the most tickets during this drive will be given permanent positions in the theatre.

Ticket sellers will be permitted to go any place in the city to ply their sales and will be recognized by a badge given them by the RKO house.

Newspapers have been advised of this move and advertising space is being taken to familiarize the public with the idea.

Reis Sound Patents Appeal Set For Dec. 8

Philadelphia.—Western Electric's appeal from the Wilmington decision on the Reis patents for sound, held by General Talking Pictures, will be heard in the Circuit court here on December 8.

•

Warners Grab Ten Houses In Chicago

Chicago.—Warners have taken over the Coston circuit of ten houses, all of them neighborhood and second runs. This brings the Warner representation in this territory up to 21.

•

Crabb Out, Bender In

Earl Crabb, Seattle division manager for Fox West Coast, has resigned, and will be replaced by Robert Bender, who has been in Brooklyn for Fox.

Voight Pub. Head. Thomas His Aide

Hubert Voight, who left for New York a few days ago, will be back Monday in full charge of all publicity for the combined Warner-First National studios.

George Thomas, who has been publicity head at the Warner studio, will become his assistant.

•

Chicago Theatres May Close Sundays to Save

Chicago.—Chicago exhibitors, both large and small, are running around in circles at the bad business of the last few months. The Sunday business in the houses has been so poor that a move is on to close all theatres on the Sabbath, thereby saving plenty in salaries.

•

"Royal Family" Next For The N. Y. Criterion

New York.—"The Royal Family" is the next attraction for the Criterion here. Paramount is ready to show it, and maybe Howard Hughes will give up the house in the face of the bad business of the last few weeks with "Hell's Angels."

•

Ben Goetz to New York

Ben Goetz, head of the Consolidated Film Laboratories, left last night for New York, where he will confer with the home office with regard to establishing a studio here for the recording of phonograph records for the company's recently-acquired interest in the American Record Company.

THE HOLIDAY EDITION of The Hollywood Reporter will be out Monday, Dec. 22—You Should Be In It.

B'WAY GROSSES VERY BAD. LOWEST IN A LONG TIME

New York.—Broadway was hit last week as it never has been hit before. The low grosses in some houses were due to the theatre holding over pictures for a second week, but in others the depression in everything gave the b. o. an awful sock. With the exception of the Strand, Winter Garden, and possibly the Rialto, every house on the street went way into the red, showing losses that hurt. The figures:

ASTOR—"War Nurse" in the fourth week. This MGM picture still in the dumps with hardly a chance to pull out. The $11,400 bettered last week by about $200.

CAPITOL—"Jenny Lind." This Grace Moore picture pulled the house down to one of its low grosses of all time. Picture is a flop here with gross not better than $43,500, putting the house in the red for $15,000.

CRITERION-GAIETY—"Hell's Angels." Howard Hughes taking it on the button for a pretty penny in these two houses. The combined gross for the sixteenth week of the run down to $9,200, showing a loss of around $20,000. Looks as if Paramount will step in and take the Criterion for "Royal Family."

GLOBE—"Cat Creeps." $22,000 is not good and not bad. The house pulled $18,000 last week with another attraction.

HOLLYWOOD — "Kismet." In third week slipped down with a gross of $13,200, showing a big loss for the house.

MAYFAIR—"Check and Double Check" slipped to $27,000 at end of third week.

PARAMOUNT—"Playboy of Paris" held over from last week when it did a gross of $85,000, dropped almost $20,000 for a gross of $68,400. No profit here.

RIALTO—"Feet First" slipped badly in the third week for a b. o. of $34,500. Last week was around $55,000.

RIVOLI—"Du Barry." A flop. Gross in third week $19,400, with a drop of almost $20,000 from the week before.

ROXY—"Renegades." Bad business with $58,000, one of the poorest weeks in the history of this big house and plenty of loss.

STRAND—"Doorway to Hell." Doing unusual business for this house for a third week and considering the gross of the first two. This week $38,500, a drop of about $7,000 from last week.

WARNERS — "Outward Bound." About the same as the week before and not bad for the house or the picture, $10,000. Picture finished its ninth week.

WINTER GARDEN—"Life of the Party." Fair at $30,500 in the third week.

•

Colbert Starts Dec. 1

New York.—The Claudette Colbert picture, "Sex in Business," which will be directed at the Paramount Long Island studio by Dorothy Arzner, will go into production about December 1. Frederic March and Chas. Ruggles are in the cast.

Chicago Loop Business Nothing To Rave Over

Chicago.—Business in the first run houses of Chicago was about average for the most part; that is, average for the past four months. There was not an outstanding gross, either good or bad, in the entire line-up. This is the story, written for the most part in red ink.

CHICAGO—"Three French Girls" did $42,800.

McVICKERS—"The Big Trail" in its third week did $28,200.

ORIENTAL — "Her Wedding Night," $40,000.

PALACE—"Big Money" O. K. at $29,500, plus vaudeville.

ROOSEVELT — "Up The River" $19,800.

STATE-LAKE—"Check and Double Check," third week, with $18,200.

UNITED ARTISTS — "Lottery Bride," $17,000.

WOODS—"The Squealer," $13,500.

•

Sick Business In Phila. 'War Nurse' O.K. at Boyd

Philadelphia.—The cash registers in the first run ticket booths required little oil and grease during the past week. The attractions for the most part were better than the average for the past few weeks, but the public is still sitting on the weekly envelope and the situation is pretty tough. "War Nurse" showed an improvement at the Boyd in its third week. The figures:

ALDINE—"Africa Speaks," $10,000.

BOYD—"War Nurse," third week at $20,500, a $5,000 jump over the second week.

EARLE—"Widow From Chicago," low at $19,000.

FOX—"Laughter." Good picture and critical rave, but no public to speak of. $31,000.

MASTBAUM — "College Lovers." House figured to take advantage of college and football spirit with this one, but the girls and boys were looking the other way. Low at $35,000.

STANLEY—"Life of the Party," $16,000.

•

George Brown With RKO

New York.—George Brown, who recently returned from the Coast, where he had been with Fox West Coast, has joined the RKO exploitation staff, with headquarters in Chicago.

Servant Problem

A Chicago gangster, now in Hollywood, fired his valet, not because he didn't keep the boss' pants pressed, but because he had the habit of allowing his master to leave the house with his gun unloaded.

McCormick-Joyce Buy Still Camera

John McCormick, formerly of First National, and Frank Joyce, the agent, have bought control of the Anderson camera and patents. The camera is used for commercial photographic work and film is used instead of plates, with the subject moving while the camera is photographing. There is an enlargement process that goes with the camera.

•

New Theatre for Films at Long Beach

New York.—An 1800-seat picture theatre will be constructed at Long Beach, Long Island, by Edward Rugoff, Herman Becker and J. D. Fink. It will cost $400,000. Shapiro & Sons are the builders.

•

Checkers In Boston

Boston.—The Boston office of the Federated checkers service will open this week, with John Scully in charge.

PRODUCTION NOTES

David Torrence engaged for the cast of "The Bachelor Father" in which Marion Davies is starring at MGM.

•

Louis Wolheim to play the role of the bad brother in "Gentlemen's Fate" at MGM. John Gilbert starring, with Mervyn Le Roy directing.

•

Natalie Moorhead for the cast of "Dance, Fools, Dance," Joan Crawford's new starring picture at MGM.

•

Frances McCoy, Joan Castle and Nancy Kelly added to cast of the untitled Seymour Felix picture at Fox.

•

Clark Gable engaged for the role of the gang chief in MGM's "Dance, Fools, Dance," starring Joan Crawford.

•

Bert Lytell engaged by Tiffany to play opposite Kay Johnson in "The Single Sin." William Nigh to direct.

•

Hugh Herbert and Roscoe Ates engaged for short which Louis Brock will produce for Radio.

•

Eddie Baker and Jack Duffy for the cast of Educational-Christie comedy, featuring Ford Sterling.

Changes In Staff of RCA Photophone

New York.—Charles J. Ross, executive vice-president of RCA Photophone, has announced these changes:

John H. Tingle becomes treasurer, succeeding C. C. Chapalle, transferred to Chicago; C. G. Terwilliger, formerly assistant treasurer and assistant credit manager of RCA Victor, becomes assistant treasurer, succeeding A. Nicol, resigned; W. A. Graham, formerly with RCA Victor, has been made assistant to Vice-President A. E. Reoch.

•

Fazenda Back, Will Start At Darmour

Just returned from a two months' vacation in Europe, Louise Fazenda starts to work today on a new Darmour two-reel comedy, under the title of "Treat Em' Rough."

Supporting Miss Fazenda are Max Davidson, Spec O'Donnell, Wally Van and Irving Bacon. Louis R. Foster will direct.

•

Silver To New York

Moe Silver, West Coast manager for Warners, is leaving for New York tonight. It is thought that since all Warner coast houses, with the exception of two, go over to Fox, Silver will work out of the New York territory instead of here.

•

MGM Frees Bickford

MGM refused to exercise its option on the five-year contract of Charles Bickford after twelve months' work here, during which time he played in several pictures for that company. The actor is on his way East and will return to the stage.

•

Al Lewin Returns

New York.—Al Lewin, associate producer for Metro-Goldwyn-Mayer, is back from Europe, where he has been looking over available talent and stories, and possible studio sites.

•

Composers Come to Terms

After much dickering for a settlement on the unexpired contracts of Joe Meyer, Harry Woods and Herbert Stothart on the part of MGM, this trio of composers finally closed with a cash settlement.

•

Big Firms Want Theatres

(Continued from Page 1)

in bookings and prices. The big thought behind this drive is to get sufficient theatres in strategical points to pay the entire negative cost of pictures, plus a profit, in addition to giving the theatre a profit also.

The independent operator who has a house on the black side of the ledger is sitting in a beautiful spot with every chain in pictures bidding for the property.

"WHO'S GOT THE BODY" — RKO
"A treat in Italian comedy."—Film Daily. Directed by Mark Sandrich

LAUGHS!

WILL ROGERS

in

Henry King's Production

LIGHTNIN'

with LOUISE DRESSER

Joel McCrea Helen Cohan

adapted from the stage success

produced by

JOHN GOLDEN

Pretty dames getting quick Reno-vation, unloading husbands while Rogers unloads laughs. Greatest screen role of clown prince of entertainers. For December release—a Christmas plum!

FOX

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave. Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vigaon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Although Frank Whitbeck could not crash the dinner at the Writers' Club last night because Alexander and Oviatt did not make that delivery, he is certain to be at the Carthay tonight in the third dinner suit of his professional career. He had one in 1910 that saw service, both front and back, until 1920. He won another on a bet that carried him through until last month. The present one is supposed to be a creation.

•

Nancy Carroll is sure making herself popular with the kids around the Paramount Long Island studio, where she is making "Stolen Heaven." They hang around outside in droves, waiting to be photographed with her by those kids who have cameras, and she never refuses to pose.

•

When the final cost sheet of "Dance, Fools, Dance" is made up at the MGM studios, it is estimated that at least 22 per cent of it will be for costumes, yet it is not a costume picture. Joan Crawford will use more than 26 gowns designed by Adrian.

•

An English actor recently imported to Hollywood has been upsetting production by insisting on stopping work every afternoon for four o'clock tea. He got away with it for several days, but the director, unwilling to have his schedule disturbed, finally stopped it by having the actor stand on a set from 3:30 o'clock until six, without a single shot being taken. The old English custom is liable to be abandoned after a few more such experiences.

•

One of the enterprising unemployed actors about town is making himself a little side money by hiring a camel and making the rounds of the neighborhoods with a camera, suggesting that pictures taken with the camel would make appropriate Christmas cards.

•

"Blue Angel" is Liked

Buenos Aires.—"The Blue Angel," with Emil Jannings and Marlene Dietrich, has scored an unprecedented success here.

"GREAT MEADOW" HURT BY PLOT COMPLICATIONS

"THE GREAT MEADOW"
MGM

Direction ..... Charles Brabin
From the novel by.....
.....Elizabeth Maddox Ellis
Dialog ..... Edith Ellis
Photography .....
William Daniels and Clyde DeVinna
Film Editor ..... George Hively
Cast: Eleanor Boardman, John Mack Brown, Lucille LaVerne, Gavin Gordon, Anita Louise, Russell Simpson, Helen Jerome Eddy, Sarah Padden, William Bakewell, Guinn Williams.

Metro-Goldwyn-Mayer's tribute to the pioneer women. The men conquer Kentucky and the women conquer life. An excellent saga of sacrifice, minus theatricals, until it becomes saddled with a dime novel plot. When the unintentional laughs are eliminated and the running time cut a bit, this production can stand well up on the list of minor epics of the screen. It offers the better kind of entertainment to the many lovers of this type of picture.

This is the tale of a little band of men and women, who, inspired by the oratory of Daniel Boone, leave the comparative safety of Albemarle, Virginia, to trek across unknown mountain trails to cultivate the lush ground of Kentucky. Once there, the 10-20-30 plot begins to thicken and we are handed the pioneer forerunner of the Enoch Arden theme.

It is unfortunate that the direction of Charles Brabin should be marred by plot complications. Had he been permitted to make an historic record of the life of these pioneer folk the result might have been a screen masterpiece. As it is, Mr. Brabin must be given great credit for the verity of the spirit which he has injected into the picture. His characterizations are fine and there is enough physical action to counterbalance and make effective the plodding pace pictures of this type must take. There's a particularly good scene wherein the folks back in Albemarle read aloud a letter from Kentucky. It is the latter half of the picture that draws the giggles and the so-called climax goes a bit ga-ga. The dialect and uninspired dialog are other drawbacks to the dramatic effect the closing scenes should have had.

The production is notable for the return to the screen of Eleanor Boardman. As Dione Jarvis, wife of the leader of the courageous band, Miss Boardman gives a really splendid interpretation of the character of the pioneer woman. She makes it a personal triumph and an outstanding one in a cast of excellent players. Lucille LaVerne and Russell Simpson contribute their usually fine and competent performances, and there is a little newcomer to the screen, Anita Louise, a beautiful and lovely child, who looks very much like a great picture bet. Johnny Mack Brown does another entirely capable piece of acting as Burke Jarvis.

Magnifilm has been used to great and good effect throughout the entire picture. There is no doubt of the fact that the use of wide film in photographing the great outdoors adds greatly to the production value of the story. And the camera work in many scenes will draw spontaneous applause.

•

Christie Comedy is Chock Full of Laughs

"GIRLS WILL BE BOYS"
Christie

Direction ..... William Watson
Photography ..... Gus Peterson
Screen Play ..... Paul Gerard Smith
Film Editor ..... Jack English
Cast: Charlotte Greenwood, Vernon Dent, Eddie Baker, "Snub" Pollard, Ethel Sykes, J. Barney Sherry.

Here's a laughful comedy which kept the preview audience shaking. It contains a lot of new and well-staged gags, and there is a particularly funny sequence concerning an Austin car and the efforts of Charlotte Greenwood to enter and drive it, lanky girl that she is.

Plot consists of a wife's efforts to prove to her husband that his job is easier than hers and, to do so, she takes his place for a day, hauling pianos—while he is relegated to the kitchen. Both of them end up alongside each other in a hospital.

Charlotte Greenwood proves herself a great type for screen comedy, and Vernon Dent as the husband was very good. "Girls Will Be Boys" is a swell addition for any program—especially now, when good comedy shorts are so scarce.

Voice and Screen Tests 2 Bits Each

New York.—Voice and screen tests at a quarter each are the latest offerings on Broadway. The Movie-of-U store has opened next to the Hollywood theatre and motion pictures are taken of customers in three and one-half minutes for 25 cents.

Across the street is the store of the Melograph, where the voice is recorded for the same price. This is the greatest bargain ever offered movie aspirants.

•

Milestone Will Start "Front Page" Dec. 15

Lewis Milestone returns Saturday after a long vacation in Europe, and will start preparations at once for the filming of "Front Page," for Howard Hughes. Production will start about December 15. Mr. Milestone is now working on the script with Charles MacArthur and Bartlett Cormack.

•

Warner Bros. Open Huntington Park

The Warner theatre in Huntington Park opened Tuesday night to an invited audience. The picture, "Life of the Party," was the opening attraction. The house seats 1,800.

•

MGM Gateman Dead

"Red" Owen who, for seven years, has been gateman at the main entrance of Metro-Goldwyn-Mayer studios at Culver City, died yesterday at the Culver City Community Hospital. He was 63 years old, and is said to have known more motion picture players and executives than anyone in the business.

Tradeviews

(Continued from Page 1)

—aided by the prejudice that has developed against American pictures, mainly because they have been poor entertainment.

Now—what hope is there for the future?

Even if Paramount, Metro-Goldwyn-Mayer, Fox or any other major producer would spend the same time, effort and money on a foreign picture that it does on an American talkie, it could not gross enough in the country for which it was intended to pay negative costs, even if it happened to be a hit.

•

METRO-GOLDWYN-MAYER is going to make its foreigns in Hollywood with foreign players. It won't work, because they will rush the pictures through for $25,000 to $50,000, all that they can afford, and the picture will not be up to the standard established in the silent days, nor will it compare with the productions being made by foreign studios. If they spend enough to bring the picture up to the former quality, it will be an artistic success, but a financial loss, for no one country will furnish sufficient gross to pay the costs.

Paramount has been making foreigns at a studio near Paris, turning out foreign-language versions of pictures made here and doing a film in four or five days. The results have been very bad. Quality pictures never have been and never will be made that way.

•

THE answer is that we will never be able to make talking pictures for foreign countries because the potential audiences and grosses are too small. Even with equal quality and entertainment value, the foreigner will patronize the output of his own studios in preference. Our talkies must be better than theirs, and they can't be and still show a profit.

The solution is, we believe, the making of silent pictures, synchronized with music, not silent versions of sound pictures—but silent pictures made from stories and scripts as they used to be made, and titled for the countries in which they are to be shown. Money can be spent on these, as they will show in all foreign countries. Even if the foreigners like talkies—and we doubt it—our synchronized silents would so far surpass foreign-made talkies that the foreign trade would be restored to the American pocketbook and a great worry would be lifted from the shoulders of bankers, producers and distributors.

THE Hollywood DAILY REPORTER

Vol. II, No. 7. Price 10c — TODAY'S FILM NEWS TODAY — Thursday, November 20, 1930

U. S. FILMS ANGER SPAIN

TRADEVIEWS
by W. R. Wilkerson

AMERICAN producers are still butting their heads against a stone wall in their efforts to restore to the American exchequer the profits from the foreign market. And this butting will continue until some one of them, wiser than the rest, hits on the plan of forgetting all about foreign-language talkies and sends over pictures, minus talk, but with synchronized scores. His success is going to cause a stampede of all the other producers.

Here is food for thought.

Almost every foreign country was in pictures before the United States. Exhibitors here had to depend on the foreign producer for films. Then we started to make our own. Because we had a greater potential audience, with more money to spend, we began to outrank all foreign producers in the matter of quality product. The American silent picture became supreme, everywhere.

•

WHY DID not England, France, Germany, Spain and other countries keep pace with us? Why did the people of those countries pass up their own product and patronize ours? There is just one answer.

Foreign producers found little or no market outside of their own borders. That so limited their income that they could not afford the material nor the quality of production that American producers could. So American films held first place, a standing that was never even questioned until the talkies came in.

Now what about the present situation?

Foreign versions of American talkies have been given the raspberry in every foreign country. Since the sound novelty of "The Jazz Singer" and "The Singing Fool," there have not been ten pictures that have earned a dollar abroad.

•

NATURALLY, every foreign country wants its talkies in its own language and, for months, our producers have been trying to make such pictures, both here and abroad. The results have been flops—terrific flops

(Continued on Page 2)

Storms and News

The Eastern box-office reports, a regular Thursday feature of the Reporter, were held up last night through the disabling of the wire service by the blizzard in the Middle West. They will be run tomorrow.

Writers-Wampas Get-Together

The joint meeting and dinner of the combined Writers and Wampas was held last night at the Writers' Club. Great affair all around.

Rupert Hughes did most of the talking. Other speakers were Don Marquis, Waldemar Young, Harry Brand and Charles G. Norris. Al Cohn wrote a blackout that was acted by Carmel Myers, Charles Judels and Belle Mitchell.

Other highlights were Arthur Caesar, Joe Sherman, Charles Halsey, Edgar Allen Woolf and Upton Sinclair.

Spanish Congress Called For Next Year To Try To Curb Hollywood And Spur Production In Spain

Madrid.—The alleged misrepresentations in American motion pictures of Spanish life, customs and culture apparently are the reasons for a recent order of the Spanish Government for a Hispano-American motion picture Congress to be held next year.

One of the objects of this Congress will be to stimulate the production of Spanish films in studios in Spanish-speaking countries. It is contended that no foreign producer can ever convince a Spaniard that he is faithfully reproducing Spanish customs, however hard and carefully he tries. Scenes that

(Continued on Page 3)

Picture Stocks O. K. Yesterday

New York. — All picture stocks showed a gain in yesterday's market trading, Loew's leading the pack with a plus of 1⅞. Fox bettered its position by 1½, Paramount ⅞, and RKO and Warners each grabbed half a point.

Franklin Not With Hughes-Schenck

Harold B. Franklin denies that he expects to team up with some of the old First National franchise holders, and J. J. Franklin is authority for the statement that his brother "is not and will not be connected in any way with Joseph Schenck, Howard Hughes or the United Artists group."

J. J. said: "My brother is organizing his own independent chain."

•

Jannings Picture Great Hit in Berlin

Berlin. — "The Darling of the Gods," a Ufatone feature produced by Erich Pommer, with Emil Jannings starred, is a great success at the Gloria Palace. Both opening performanes were sold out, and the demand was so strong that a third midnight showing was given.

The newspapers have published columns of praise for the picture and for Jannings.

•

Arthur Johnston to Do Music For Chaplin

Charles Chaplin has engaged the services of Arthur Johnston to write the musical score for his latest picture, "City Lights."

Johnston has been connected with Irving Berlin as an arranger for several years.

•

A. M. Bowles Here

A. M. Bowles, Fox West Coast division head from San Francisco, is in town, conferring with Oscar Oldknow.

L. A. BUSINESS STILL POOR ANNIVERSARY AIDS STATE

Business in the first run houses of Los Angeles and Hollywood during the past week has shown little improvement over the bad siege of the past three months. The highlight was the anniversary week at Loew's State in conjunction with Fox's "Renegades." The house will do about $29,100.

Harold Lloyd in "Feet First" at the United Artists did not set the world afire and will do well to better $16,500 on the first week of the engagement.

In the other houses:

BOULEVARD—This house instituted a new policy of split week. The first half had "Her Wedding Night" and the last three days "Madame Satan." Gross about $4,800.

CARTHAY CIRCLE—Next to the last week of "Just Imagine" (seventh week) and business down pretty low.

(Continued on Page 3)

Keaton-Greenwood in "Parlor-Bedroom-Bath"

Edward Sedgwick will direct Buster Keaton in his next, which will be "Parlor, Bedroom and Bath." Charlotte Greenwood will play the role she had in the stage production.

•

Howard Sheehan on Tour

Howard Sheehan, vice-president of West Coast in charge of construction, is making a tour of the West Coast properties around Seattle and Portland with Elmer Hanks, chief projectionist and in charge of maintenance.

•

"Jenny Lind" in Criterion

"Jenny Lind" will go into the Criterion for a grind, starting Thanksgiving day.

LAST CALL — THERE ARE LESS THAN 100 SEATS LEFT FOR TONIGHT'S CARTHAY CIRCLE OPENING OF "MIN & BILL" DON'T BE SORRY

Phone to London Buys British Hit

A phone call from New York to London recently not only secured a coveted stage hit for an American producer, understood to be Metro-Goldwyn-Mayer, but gave the British picture producers a little food for thought about the difference in British and American business methods.

The hit is "The Man in Possession," produced in London by Harold Harwood. British producers recognized it as fine picture material and took under consideration the advisability of asking Mr. Harwood how much he wanted for it.

The play was presented in New York. That night a London agent was aroused by a phone call and New York told him to buy the play. He phoned Mr. Harwood who, his wife said, was on a flying trip. He was reached by wireless and the deal closed immediately, for a sum said to have been $50,000. So far as is known, the British producers are still considering.

•

Rowland Brown Will Be Director At Fox

Rowland Brown, former staff writer for First National and Warner Brothers, has been signed by Fox to write and direct. His first assignment will be El Brendel's vehicle, tentatively titled "Honest John."

Brown is now whipping the story in shape, with production slated to start soon.

•

Puppets in German Film

Berlin.—A musical comedy, called "Burglars," has been completed at the Ufa Neubabelsberg studios, directed by Hanns Schwarz. It features Willy Fritsch and Lillian Harvey, and introduces talking and singing dolls and puppets.

•

L. A. Business No Better

(Continued from Page 1)

Will not show better than $6,500.

CHINESE — Last week of "Big Trail" and the poorest of the eight, with but $6,000 in the till. "Morocco" opens tonight.

CRITERION — Playing the third week of "Billy the Kid" and doing O. K. with $12,000.

EGYPTIAN—"Africa Speaks" the attraction to a business of less than $5,000.

ORPHEUM—The fourth week of "Check and Double Check." House will gross no better than $12,500. One more week for Amos 'n' Andy.

PANTAGES—Still in the red and plenty. This week about $11,000 with "The Playboy of Paris."

RKO—Played Universal's "East Is West" to average business for these times. About $14,000.

WARNERS DOWNTOWN — Had "The Gorilla" and did not do so well with $12,000.

WARNERS HOLLYWOOD — With "Truth About Youth" as the attraction, house will go a bit above $12,500 when the dough is counted tomorrow night.

Snow Chills Fan

Maureen O'Sullivan has received a letter from a 19-year-old Brooklyn boy who stated that he saw one of her pictures and started out to walk to California to visit her. He got as far as Denver when the first snowstorm forced him to write home for transportation. He said he would start the trip next Spring, to avoid the cold weather.

Franklin Music Head At First Nat.

Arthur Franklin, former executive assistant to Bobby Crawford, returned from New York last Tuesday with the title of executive director of all music pertaining to both Warner and First National productions.

He is now stationed in the Music Arts building at the First National studios, lining up the department for activity when the Warners start production next month.

Crawford will remain temporarily in the East to look after the music, the sales and promotion of all Warner subsidiary music companies.

•

"Sex In Business" Is New Paramount Title

The title of "Strictly Business," the Dorothy Arzner picture to be made in the New York studio of Paramount with Claudette Colbert, Frederic March and Charles Ruggles, has been changed to "Sex in Business."

•

Delay "White Shoulders"

Radio has deferred the production of "White Shoulders," which was scheduled as Mel Brown's next directorial picture, until the completion of an original story now being worked out by the director and Carey Wilson.

•

Small To Do "U-Boats"

Edward Small's next production as an independent producer will be "U-Boats," an original screen story by Rowland Brown.

•

Spain Resents U.S. Talkies

(Continued from Page 1)

grate on the Spanish temperament will creep in, and the result is condemnation for the picture.

There is probably no one Spanish country that can raise the capital to produce pictures on a par with American films, and it is suggested that capital of Spain and Spanish-America be combined to enter the production field on a large scale.

One trouble with this is that, while Spain would insist on talkies being done in pure Castilian, Colombia, Argentina and other countries would want the actors to speak their particular accents.

There is also a proposition to attempt to restrict the increasing production of Spanish films in Hollywood or any other non-Spanish country, but no suggestion is made as to how that is to be accomplished.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

UNIVERSAL STUDIOS

Features in Work

"MANY A SLIP"—An original by Edith Fitzgerald, adapted by Gladys Lehman. Featuring Lewis Ayres, Joan Bennett, Slim Summerville and Virginia Sale. Directed by Vin Moore.

"LIEBE AUF BEHEFL"—German version of "The Command to Love," featuring Johannes Riemann, Olga Tschechova and Tala Birrell. Directed by Ernst Laemmle.

"DON JUAN DIPLOMATICO"—Spanish version of "The Command to Love," featuring Miguel Fausto Rocha, Celia Montalvan and Lia Tora. Directed by George Melford.

Features in Final Preparation

"SAINT JOHNSON"—Adapted from the novel by W. R. Burnett. Direction by Edward Laemmle. No cast as yet.

"FIRES OF YOUTH"—An original by Monta Bell, starring Lewis Ayres. Direction by Monta Bell.

"SEED"—From the novel by Charles G. Norris. Screen story by Charles G. Norris, Gladys Lehman and John M. Stahl. Direction by John M. Stahl.

UNTITLED—Original by Jack Moffitt.

UNTITLED—Original by Billy K. Wells and C. Jerome Horwin. Direction by John Murray Anderson.

"THE UP AND UP"—Screen play by Kenyon Nicholson.

"BLIND HUSBANDS"—From the original by Erich Von Stroheim, adaptation by Von Stroheim, who will also direct.

Features in Final Editing

"RESURRECTION"—From the novel by Count Leo Tolstoy. Screen play by Finis Fox. Featuring John Boles and Lupe Velez. Directed by Edwin Carewe.

"THE COHENS AND KELLEYS IN AFRICA"—From the original by Edward Luddy. Co-featuring Charlie Murray and George Sidney. Directed by Vin Moore.

"DRACULA"—From the original by Bram Stoker, credit for screen story given Garrett Fort. Directed by Tod Browning and featuring Bela Lugosi, Helen Chandler, David Manners and Dwight Frye.

"THE CAT CREEPS"—From the play "The Cat and the Canary," by John Willard. Screen story by Gladys Lehman, added dialog by William Hurlburt. Directed by Rupert Julian, with Helen Twelvetrees, Raymond Hackett, Neil Hamilton, Lilyan Tashman, Lawrence Grant and Jean Hersholt.

"DRACULA" (Spanish version)—From the original by Bram Stoker, credit for screen story given B. Fernandez Cue. Directed by George Melford, with Lupita Tovar and Carlos Villararis featured.

"THE MODERN WIFE"—From the play "Half Gods," by Sidney Howard. Credit for screen adaptation given Edwin Knopf. Direction by Hobart Henley, featuring Genevieve Tobin, Conrad Nagel, Monroe Owsley, Bertha Mann, Ilka Chase, George Irving and Zasu Pitts.

Benny Rubin to N. Y.

Benny Rubin is en route to New York, where he will start a four-weeks engagement as master of ceremonies at the Palace, beginning December 6.

Lone Bandit in Camden

Philadelphia—A lone bandit walked into the Stanley theatre in Camden, New Jersey, stuck up the cashier and walked away with $225.

B.B.B. Says:
A BITE, A LAFF WITHOUT FORMALITY
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 Hollywood 9159

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

MURRAY SMITH
AND HIS ORCHESTRA
Now at Eddie Brandstatter's
MONTMARTE CAFE
HOLLYWOOD

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

PARAMOUNT STUDIOS

Features Now in Work

"DISHONORED"—From an original by Joseph von Sternberg and Daniel Rubin. Co-featuring Victor McLaglen and Marlene Dietrich, with von Sternberg directing.

UNTITLED—From the Emerson Hough novel, "North of 36," with Grover Jones and W. S. McNutt credited with screen treatment. Edward Sloman directing, with an all-star cast.

"SCANDAL SHEET"—An original story by Vincent Lawrence and Max Marcin, starring George Bancroft, with John Cromwell directing. O. H. P. Garrett wrote the screen treatment.

"NO LIMIT"—From an original by George Marion, Jr., with Viola Brothers Shore and Salisbury Field on the screen treatment. It is being directed by Frank Tuttle, with Clara Bow starring.

Features in Final Preparation

"BUY YOUR WOMAN"—Adapted from a play by Roy Octavus Cohen, with Bartlett Cormack and Louise Long on the treatment. Story is co-starring Paul Lukas and Kay Francis.

"THE HADDOCKS"—By Donald Ogden Stewart. Screen play by Sam Mintz and Joseph Manckeweicz. To be co-directed by Norman Taurog and Norman McLeod, with Leon Errol, Mitzi Green and Zasu Pitts in the cast.

"LADIES' MAN"—From a Rupert Hughes story, with Herman Mankewicz on the screen treatment. Lothar Mendes will direct, with William Powell featured, supported by Kay Francis, Paul Lukas, Carole Lombard, Martin Burton and Regis Toomey.

Features in Final Editing

"THE RIGHT TO LOVE"—From the novel "Brook Evans," by Susan Glaspell, with Zoe Akins on the treatment. Directed by Richard Wallace and supervised by Hector Turnbull.

"FIGHTING CARAVANS"—From novel by Zane Grey, with Keene Thompson, E. H. Paramore, Jr., and Agnes Brand Leahy on the treatment. Directed by Otto Brower and David Burton, with an all-star cast.

UNTITLED—Starring Jack Oakie, from the story by Percy Heath and Joseph Mankiewicz. Edward Sutherland directed.

"MOROCCO"—From an original story by Joseph von Sternberg, with Bonno Vigny and Jules Furthman on the treatment. It co-features Gary Cooper and Marlene Dietrich, with von Sternberg directing. Hector Turnbull supervised.

"TOM SAWYER"—With an all-star cast, taken from the Mark Twain novel. Screen treatment by Sam Mintz, Grover Jones and William Slavens McNutt. Directed by John Cromwell, and supervised by Louis D. Lighton.

"ALONG CAME YOUTH"—From an original, with Maurice Bedel on the treatment. Picture stars Buddy Rogers, with Lloyd Corrigan and Norman McLeod co-directing under the supervision of J. G. Bachman.

Van Beuren To Send Sound Unit Abroad

In line with enlarged plans for the coming year, which not only include the acquiring of additional product, but also the expansion of present production units, Amedee J. Van Beuren, president of the Van Beuren Corporation for Pathe release, has announced his intention of sending a cameraman and sound recording equipment on a trip around the world. Unusual locations and incidents in foreign countries away from the beaten path of tourist travel will be photographed. This is the first step in the accumulation of an up-to-the-minute sound library.

Elmer Clifton, who directs the Vagabond Adventure Series with Tom Terriss, is expected to accompany the expedition as director.

H. B. Warner To Play With Compson At Radio

H. B. Warner has been engaged by Radio to play opposite Betty Compson in an original screen story based on the play, "Children of the Streets," by Robert Milton and Guy Bolton.

Wallace Smith is now working on the treatment. George Archainbaud will direct, under the supervision of Bertram Milhauser. John Darrow is the only other member of the cast selected.

•

Garson Troupe Back

Harry Garson and his company of twelve actors and technicians returned to the Universal lot yesterday from Borneo, where they spent several months filming "White Heaven."

Bishop Manning Warns Theatre

New York—Speaking at the memorial service of the Episcopal Actors' Guild, Bishop William T. Manning said:

"Unless the theatre takes action to purge itself of its present corruption, censorship will be imposed. It is not wanted, but, unless the theatre does something, it will be forced on us."

New U. A. Picture To Cost Million or More

Unless considerable slicing is done in the actual production of the new De Sylva, Brown and Henderson picture for United Artists, that picture will pass the million dollar mark, for it has already acquired a half million dolar obligation before the story is completed.

De Sylva, Brown and Henderson's cut is said to be a flat salary of $250,000, plus 40 per cent of the net profits. A salary of $200,000 is reported as being Gloria Swanson's share, and Ben Lyon, no doubt, will come in for the balance of the half million mark.

•

Half Texas Houses Are Open Sundays

Dallas.—More than half of the theatres in the entire State of Texas are showing Sundays. There are 821 houses in the state, with 432 open on the Sabbath.

•

Truman Talley In N. Y.

New York.—Truman Talley, Fox News head, is back in New York, after organizing the French and German newsreels for his company.

•

MGM Signs Timberg

Herman Timberg has been signed by Metro-Goldwyn-Mayer to do two colortone shorts.

Para. Production Starts In East

New York.—The actual start of Paramount's Eastern production schedule will be tomorrow, when the cameras begin to grind on "Stolen Heaven," starring Nancy Carroll. George Abbott is directing and Phillips Holmes is opposite Nancy.

Claudette Colbert in "Strictly Business" will start December 1, with Frederic March as leading man. Shortly after that, Chevalier will return from Paris and will prepare for his next picture, to be directed by Lubitsch.

Nancy Carroll is also set for another picture at Astoria. It is called "Half Angel" and Gary Cooper will be sent East to play opposite. This will start early in January.

Ruth Chatterton will make a picture here during January, with Dorothy Arzner directing.

The complete supporting cast of "Stolen Heaven" is Dagmar Oakland, Joan Carr, Joseph Vrehan, Buford Armitage, Joan Kenyon and Edward Keane.

•

Land Rush Scenes for "Cimarron" Held Up

Radio recalled its production unit sent to Bakersfield last week to film the land rush scenes for "Cimarron," due to the heavy rains in that sector.

The company will remain here until the land dries up sufficiently to film the scene. On the company's way home last night two passenger busses were forced to remain at Sandberg's, on the Ridge Route, because of the roads being impassable. This will add greatly to the already large budget of the picture.

•

Tobis 8% Dividend

Berlin.—Tobis A. G., for the second year of the company's operation, ended June 30, 1930, will pay 8 per cent dividend.

Studios Are Well Up To Schedules

(Continued from Page 1)

programs last October, although January 1 was set as their deadline.

A survey of the number of features yet to be made by the various studios checked in this analysis are shown in the following table:

PRODUCTION CHART

	Quota of Pictures Called for the Season	Features Completed	Balance to Be Made	Production Season Ends
Metro-Goldwyn-Mayer	52	38	14	April 1
Warners	35	35	—	Jan. 1
First National	35	35	—	Jan. 1
Radio	34	25	9	Mar. 1
United Artists	19	17	2	Jan. 1
Universal	20	13	7	May 1
Fox	48	32	16	April 1
Paramount	65	52	13	Jan. 1
Pathe	20	9	11	April 1
Tiffany	26	5	21	July 1
Columbia	28	15	13	May 1
Totals	382	276	106	

"OFF TO PEORIA" — RKO

"Mark Sandrich, credited with both story and direction, did an excellent job."—Film Daily.

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

"CRIMNAL CODE" ANOTHER PLUME IN COLUMBIA CAP

THE LOWDOWN

Hollywood Portrait No. 7.—He is a director. His arrival in this country was heralded with much less fanfare than that accorded many of his contemporaries. Yet his has been the greatest personal success. His genius for subtlety on the screen is only exceeded by his lack of it—"after hours." He likes to have people around him. His eyes and ears don't miss a thing. He is a jolly, genial host. He has a great zest for life and fun. Good, clean fun—and other kinds! He's glad he's no longer married. He's had a tremendous list of successes. His head has not swelled. He is a little man with a big mind. He loves to be kidded. He is. He is more than a bit lascivious. He is a great guy.

•

It is pathetic to note that two well known stars, who only a few years ago were traveling in private cars, with an entourage of maids, butlers, etc., are now quartered in one room and bath — and glad to have them. Moral: Save your money!

•

At Jim's beauty parlor, where "dying" ladies walk about unabashed with their heads swathed in coloring paste of varying shades, we were amazed to note the modesty of one which compelled her to pin the curtains of her booth together and put a sign outside, reading, "Please Keep Out." Imagine our surprise when a careless patron, brushing by, revealed one of Hollywood's best known chatter writers under a load of henna!

•

An ex-featured player of colorless roles has, for a long time been more or less the satellite of a big, though waning star. Recently, she switched and became handmaiden to a new "first lady," who is about to leave for a vacation in Europe.

•

In a Reporter ad, inserted by her manager the other day, it was announced that Josephine Dunn had just completed her role in "Lady of the Pavements," a picture made over a year ago. What "Revvy" (Mr. Revnes, to you!) really meant was the recently finished, "Madonna of the Streets." (!)

Studios Cut Free Autos For Writers

Studio transportation contributed for the convenience of chiselling chatter writers stationed in Hollywood to gather material for their magazines and newspapers has become such a burden and so costly that, with the present economy wave, orders have been issued in many of the major plants to reduce this practice to the lowest possible point and only furnish transportation to important visiting writers.

It has become a common practice among the writers stationed here to call for a studio car on the least provocation. They not only use these cars for going to and coming from the studio, but will order the chauffeur to take them to other studios and, in many cases, keeep the car all afternoon for a shopping tour.

•

Schwartz Production Manager At The Roxy

New York.—Norman Schwartz has just been made production manager at the Roxy theatre, succeeding Douglas Murray, who leaves for London shortly to work for British International. Schwartz is the youngest production manager on Broadway, having started as a boy in the Roxy publicity department.

•

Para. Tests Wide Film

New York.—Paramount has been making tests of wide film recently on an elaborately produced short subject. Judged by the rushes, the tests have been successful. Several innovations have been tried out, such as governors to prevent the film from warping, and these are understood to be adaptable to the standard width also.

•

Eddie Quillan In Person

Eddie Quillan and his saxophone are eastward bound. He will start a personal appearance tour of the eastern houses at the Pittsburgh Stanley theatre next week, in connection with the run of his latest Pathe picture, "Big Money." Quillan will be gone for at least ten weeks.

•

Next For Sherman

"Bachelor Apartment," an original story by John Howard Lawson, will be the next Lowell Sherman actor-director vehicle for Radio. It will be a smart, sophisticated comedy drama, with J. Walter Ruben now working on the screen treatment.

•

Ohio Exhibs Meet

Columbus. — The tenth annual meeting of the Ohio Exhibitors opened yesterday and will carry through today. The chief interest yesterday was the zoning question and the new standard contract. Action on these two points will be announced at the meeting today.

Expert Direction by Howard Hawks and Acting of Huston High Spots

"THE CRIMINAL CODE"
A Columbia Picture

Produced by.....Harry Cohn
Direction.....Howard Hawks
From the Play by.....Martin Flavin
Adaptation and Additional Dialog
Fred Niblo, Jr., and Seton I. Miller
Photography.....Teddy Tetzlaff
Film Editor.....Edward Curtiss
Cast: Walter Huston, Phillips Holmes, Boris Karloff, Constance Cummings, DeWitt Jennings, Mary Doran, Ethel Wales, John St. Polis, Arthur Hoyt, Paul Porcassi, Otto Hoffman, John Sheehan.

Columbia has turned out another WOW. It is "The Criminal Code," and, coming as it does right on the heels of "Tol'able David," this company automatically is moved many steps up the ladder of Hollywood's successful producers.

"The Criminal Code" is far and away the finest picture of its kind that we have ever seen.

Against the background of prison life is unfolded a vital, human and suspenseful drama. Ninety percent of the story is told "within the walls," but to go into detail, or to give a brief summary of the plot would do an injustice to the production, for we do not in any way wish to give the impression that it is just "another prison yarn."

"The Criminal Code" is too fine—too superior in all its departments to be sketched lightly as to story. The dialog by Fred Niblo, Jr. and Seton I. Miller is more than mere words from the mouths of players. The story, and its characters, LIVE.

The picture is distinguished by the excellent and intelligent direction of Howard Hawks, who has manifested great restraint and understanding, and the finest cast that could possibly have been assembled for this production.

Walter Huston tops a long list of remarkable performances with his great characterization as the District Attorney, and later as the Warden of the prison. Phillips Holmes again proves himself a real trouper as the boy. His work is sincere and moving. An outstanding and expert piece of acting is contributed by Boris Karloff, the "bad man," who squares things in the end; and Constance Cummings, a newcomer, and the entire supporting cast are fine.

It is obvious that Columbia has put a lot of money into this picture, and it has been well spent. "The Criminal Code" is a picture that Columbia and exhibitors everywhere can exploit to the limit without disappointing the customers. It is an audience and box-office picture if there ever was one.

It contains some of the best acting and dialog that the talking screen has brought forth. It will stir and thrill people of all classes.

"The Criminal Code" can't miss!

Columbia Pictures Broadcast Pleases

New York.—Radio station WOR is getting plenty of fan letters as a result of the broadcast of Columbia Pictures on the "Chock Full of Nuts" hour Monday evenings. The stock company has already broadcast "Rain or Shine," "Brothers," "Tol'able David" and "Madonna of the Streets."

In the company are Ida Ellis, Richard Warner, George Dalziel, Rosemary Lee, Bert Childs, Teddy Bussman and Kate Morgan. Harold Emerson is the director.

•

New Distributing Company In England

London.—The Big Four Film Corp., of New York, has sold its product to a new distributing company here which will handle the entire output of 12 features and 24 comedies.

The company is a subsidiary of Filmophone, Ltd., and Frank Green and Albert Whitehead will be in charge of the office.

•

Welsh-Pearson-Elder Will Start Again

London. — Welsh - Pearson - Elder Films, Ltd., will again start active production about December 1. This organization has been quiet for the past few months during refinancing.

PRODUCTION NOTES

George B. Seitz has been engaged by Tiffany to direct "Drums of Jeopardy," made from Harold MacGrath's story.

•

"Sheer Luck," an elaborate melodrama, goes into production at the Tec-Art studios today. Bruce Mitchell will direct, and Nick Stuart and Jobyna Ralston are co-featured. It is a Big Four release.

•

Bertha Mann will play the role of George Sidney's wife in the Tiffany production of "Caught Cheating."

•

The search of Chesterfield Productions for a story in which to star Norman Phillips, Jr., has ended with the acceptance of "The Rich, Little Poor Boy," by Eleanor Gates. It will be produced on the stage first.

•

Ralph Ceder has been signed by Pathe to direct "Harold Wants to See the Indians," Daphne Pollard's next comedy.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

New York, Indianapolis and Baltimore

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"MOROCCO"

Rivoli Theatre

Journal: Von Sternberg's direction and the work of the principals, hold one's attention despite the slim story and a few rather weak spots toward the end.

Herald-Tribune: The supporting cast, the triumph of Miss Dietrich and the brilliant direction of von Sternberg make it a superior picture despite its story. Incidentally, Lee Garmes' camera work should not be neglected in the midst of awarding credits.

News: A sophisticated talking picture.

Post: When it is good it satisfies the most exigent of cinema requirements, but when it is bad it is impossible. Fortunately, the badness is largely confined to the ending and to those precarious moments which give promise of leading up to a climax which never materializes.

INDIANAPOLIS, IND.

"A LADY SURRENDERS"

Circle Theatre

Times: Fine and noteworthy production. The outstanding features are many.

News: Suave and neat and good to look at.

Star: Should command your attention for notable performances delivered by a splendid cast.

"HER WEDDING NIGHT"

Indiana Theatre

Times: Would have been a mighty poor picture but for Charles Ruggles and Skeets Gallagher.

Star: It has the advantage of the presence of such clever comedians as Skeets Gallagher and Charles Ruggles.

News: Very light entertainment. Hilarious as expected.

"MAYBE IT'S LOVE"

Apollo Theatre

Times: Miles away from being a world-beater, but it is pleasant entertainment.

News: Far and away the funniest screen comedy the reviewer has seen in months.

Star: A passing comedy that has been in the movies before.

"LOVE IN THE ROUGH"

Palace Theatre

Times: Just another movie very light in theme. Has its pleasant as well as its dull moments.

Star: Painless time-killer, pleasant and agreeable.

News: The cast of the picture creates for itself and the onlooker more than the usual amount of fun.

"A SOLDIER'S PLAYTHING"

Lyric Theatre

Star: Pretty good entertainment.

News: All that the title suggests. Nevertheless, it has some good comedy sequences.

BALTIMORE

"FEET FIRST"

Stanley Theatre

Post: Major portion of film a "thriller" as well as uproariously funny.

News: You are scared into a state of sighs and snorts.

"LAUGHTER"

Keith's Theatre

Sun: Remarkable for its clever direction and cleanly cut characterizations.

Post: Nancy Carroll fans will have a chance to exult and use that odious phrase, "I told you so."

"BROTHERS"

Rivoli Theatre

Post: A thrilling melodrama with suspense and no small amount of humor.

News: Has come in celluloid form to pack 'em in at the Rivoli.

"LAST OF THE DUANES"

Metropolitan Theatre

Post: Refreshing as the mountain air of the picture's locale.

FRANKLIN AFTER THE OLD FIRST NAT. EXHIBITORS

Harold B. Franklin is trying to round up many of the original First National franchise holders, most of them now operating one or more houses, into a theatre combine reaching from coast to coast.

It is said that he already has Abe Blank, Harry Schwalbe, Dave Sablosky and John McGuirk, and that Tom Boland, Col. Fred Levy, Sol Lesser and the Gore Brothers are excellent prospects.

It is Franklin's new idea to band together the showmen that were mainly responsible for the rapid growth of the picture industry, and, with such heads, the problem of building a successful circuit from coast to coast will be solved.

Abe Blank has a sizable circuit in Central States Theatres, Harry Schwalbe heads more than twenty in Eastern Pennsylvania and Southern New Jersey. Fred Levy and Sol Lesser have principal theatres along the West Coast and in Kentucky and Tennessee. The Gores are interested in a number of projects up and down the Pacific Coast.

The old linotype at the Reporter Press went goofy Monday night and the proof reader left his glasses at home. Yesterday's paper reported that George Bancroft was holding Paramount up for $250,000 a picture and that Para. wanted to pay him $180,000.

It was George Bancroft and it was Paramount, but the figures were $150,000 for George and $80,000 for the company. Otherwise it was a good story.

"Jenny Lind" Again

MGM has changed the title of Grace Moore's first screen effort back to its original form, "Jenny Lind," and it will go into the Criterion November 27 for a run. "A Lady's Morals" was the title abandoned.

●

Trem Carr in New York

New York.—Trem Carr is in New York and expects to remain here for two weeks.

●

Will Rogers To Play "Heir To The Hoorah"

Will Rogers will don familiar garb when he begins work in "The Heir to the Hoorah," purchased by Fox to follow "A Connecticut Yankee at King Arthur's Court." Rogers will play a cowboy for the first time in talking pictures, although his rope-throwing tricks and cowboy costume are familiar to theatre audiences in America and abroad.

"The Heir to the Hoorah" served as a vehicle on the stage for the late Paul Armstrong.

THE Hollywood REPORTER

TODAY'S FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News

WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

------Use This Blank and Mail to------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....

Address.....

City.....

Occupation.....

The Hollywood Daily Reporter

Vol. II, No. 7. Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, November 19, 1930

STUDIOS UP TO SCHEDULE

TRADEVIEWS
by w.r. wilkerson

ODD SHOTS.

NOW comes Paramount and Warners with announcements of more and better advertising of their product. There are only two or three yet to be heard from and they will all be on the ballyhoo wagon. And a durned happy wagon right at this stage of the game, for the industry requires, in addition to good pictures, plenty of advertising, effective advert:sing.

And on the subject of good pictures.

The studio chatter regarding Paramount's "Johnny on the Spot," Columbia's "Criminal Code" and Radio's "Millie" indicates three new hits. And you can pretty well bank on such chatter. Those boys and girls who are doing the talking are not the big execs, but the gang who have been working on the picture, and they are hard boiled. However, we will all see them pretty soon.

•

ZUKOR'S entrance to Hollywood and talk to the Coast newspapers was well timed. His optimism and advice will buck up the industry out here. He rarely talks for publication, but when he does he has something to say, and his "say" of yesterday was—"advertise, push and work," plus the statement that "if these requirements are met there need be no fear of any wage cut or loss of jobs."

The United Artists-Fox argument has died for the time being and it is well for the industry that it has. This high-powered debate carried in the columns of the daily papers had no good effect for either side.

•

STORIES drifting back from Wall Street indicate that the Radio purchase of Pathe is all set, but yet to be sealed with the coin of the realm. The real news, however, is the fact that Pathe will continue to produce under its own name and that E. B. Derr will be the production boss. Whatever value there was in the Radio purchase of Pathe, the name of Derr must have appeared prominently in the assets, plus the personalities of Connie Bennett, Ann Harding and Helen Twelvetrees.

Of 382 Features Set For Year's Programs of 11 Producers, 276 Have Been Completed--Tiffany Is Lagging

Of the 382 features scheduled for the 1930-31 programs by eleven of the leading producing organizations on the coast, 276 have been completed, with a balance of 106 more to make before all can call it a clean slate.

Tiffany seems to be the only company that is behind schedule, having completed only five features since its starting date last July. Twenty-one more will have to be made before next July 1.

The balance of the plants are working about even with their schedules with the exception of Warners and First National, which completed their

(Continued on Page 3)

Lloyd Loses Suit On 'The Freshman'

The estate of the late H. C. Witwer won the suit for plagiarism against Harold Lloyd for his production of "The Freshman." Federal Judge George Cosgrove ruled that Lloyd "was unintentionally guilty of plagiarism when he produced his comedy 'The Freshman'."

It was indicated that the judgment would be for a small amount.

•

Belasco Critically Ill, Misses Opening

New York.—David Belasco is critically ill with pneumonia, as a result of exposure while attending the opening of his play, "Tonight or Never," in Baltimore.

The play opens tonight in New York and it will be the first time in his fifty years as a producer that Belasco has not attended an opening night of one of his productions.

•

Dietz Recuperating

New York.—Howard Dietz, advertising and publicity head of Metro-Goldwyn-Mayer, is recuperating in Havana as a result of a nervous breakdown.

•

Jack Warner On Way

J. L. Warner is enroute from New York and is due to arrive here tomorrow.

Dembow Para's Booker-Buyer

New York.—By a sudden switch, Sam Dembow, vice president of Publix theatres, has taken over the booking and buying of all product for the Paramount-Publix houses. William Saal, who has been doing it for the past two years, goes back to the Saenger chain in Louisiana, a job he left three years ago.

Food For Tickets Will Feed 5,000

New York.—On November 22 ten Fox houses throughout Greater New York will put on food matinees. All children attending the performance on this day must bring food instead of cash for admission. It is expected that 5,000 of the poor of New York will be fed as a result of this.

•

Fox Houses To Use Screen Ads

New York.—All Fox theatres from coast to coast will use screen advertising, starting almost immediately. Most of the subjects screened will be made by the industrial organization of Fox Movietone.

Paramount is using screen ads in some spots as a test.

•

"Morocco" Busts Record

New York.—"Morocco" has broken all house records at the Rivoli theatre in New York for the past three days.

WARNER COAST HOUSES UNDER FOX OPERATION

New York.—All of the Warner West Coast theatres with the exception of the Los Angeles and Hollywood houses, go under Fox West Coast operation, beginning with the new year.

The deal requires Fox to play 60 per cent of the Warner product in all of the Fox houses in return for the operation of about ten houses, situated in Santa Barbara, Fresno, Whittier, Huntington Park, San Bernardino and other California towns.

Official announcement of the deal will await Jack Warner's return to Hollywood tomorrow.

•

New MGM For Denny

Reginald Denny has been cast for the male lead in "Among the Married," going into production soon at Metro-Goldwyn-Mayer.

•

Fay In "Devil Is Sick"

Frank Fay has been assigned the lead in the forthcoming Warner production of "The Devil Is Sick," which will be directed by Michael Curtiz.

Universal Has Two Serials On Broadway

New York.—Universal has booked "The Spell of the Circus" into the Cohan Theatre in New York, marking the first time that two serials have played the big street simultaneously. Another 'U' serial is playing the Roxy.

•

Wales Likes "Angels"

London.—The Prince of Wales apparently likes "Hell's Angels." He saw it for the second time at the Pavilion Monday night.

•

New Chevalier Story

New York. — Preston Sturges has been engaged by Paramount to write the story for Chevalier's next picture, which Lubitsch will direct.

•

5-Day Week At Eastman

Rochested.—The employees of the Eastman plant here have adopted the five-day working week.

HURRY— A Very Few Seats Left for Thursday Night Premiere at Carthay Circle of "MIN & BILL"

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

RADIO STUDIO

Radio Pictures is concentrating its activities this week on the huge land rush sequences of "Cimarron," now being filmed near Bakersfield, and the launching of the new Bert Wheeler-Robert Woolsey vehicle, "Assorted Nuts." Six features are in various stages of preparation, while three features and two short subjects are in the cutting rooms.

Pictures in Production

"CIMARRON"—Adapted from Edna Ferber's novel of the same title. Wesley Ruggles directing. Adaptation and continuity by Howard Estabrook. Starring Richard Dix with Irene Dunne, Estelle Taylor, Rosco Ates, Nance O'Neil, William Collier, Jr., George E. Stone, Stanley Fields, Robert McWade, Edna May Oliver, Frank Darrien, Eugene Jackson and Dolores Brown featured.

"ASSORTED NUTS" (In rehearsal)—Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Rosco Ates, Edna May Oliver, Stanley Fields and Leni Stengel. Original by Douglas MacLean and Al Boasberg, associate producers. Edward Cline directing.

Pictures in Preparation

"WHITE SHOULDERS"—Adapted from Rex Beach's story, "Recoil." Adaptation and continuity by J. Walter Ruben. Melville Brown will direct. Featuring Evelyn Brent and Ricardo Cortez.

"CHILDREN OF THE STREETS"—Original story by Robert Milton and Guy Bolton. Betty Compson will be featured. No director or supporting cast yet.

"KEPT HUSBANDS"—(Tentative Title). Being adapted by Forrest Halsey. Sue Carol will be featured.

"SOUR GRAPES"—Adapted from a stage play by Vincent Lawrence. No director or cast.

"PRIVATE SECRETARY"—Original story by Alan Brener Schultz. No director or cast.

"WAITING AT THE CHURCH"—Original story by Vandah Owen. No director or cast.

Pictures in Editing

"BEAU IDEAL"—(Tentative Title). Adapted from Percival C. Wren's novel. Herbert Brenon directing. Adaptation by Elizabeth Meehan. Scenario by Paul Schofield. Featuring Ralph Forbes, Loretta Young, Irene Rich, Lester Vail, Don Alvarado, Otto Matiesen, Paul MacAlister, Leni Stengel, and Hale Hamilton.

"HOOK, LINE AND SINKER"—Original story by Tim Whelan. Adaptation and dialog by Tim Whelan and Ralph Spence. Associate producer, Myles Connolly. Director, Edward Cline. Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Jobyna Howland, Ralf Harolde, Natalie Moorhead, George Marion, Sr., Hugh Herbert, Bill Davidson and Ben Hendricks, Jr.

"THE ROYAL BED"—Adapted from Robert E. Sherwood's play, "The Queen's Husband." Lowell Sherman directing. Adaptation and continuity by J. Walter Ruben. Associate producer, Henry Hobart. Featuring Lowell Sherman, Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell, Gilbert Emery and Alan Roscoe.

"TALKING TURKEY"—Two-reel comedy produced by Louis Brock. Starring Benny Rubin, with Theodore Lorch, Vernon Dent, Aileen Carlyle, Kewpie Morgan, Ed Argus, Arthur Thalasso and Carl Gerrard. Directed by Mark Sandrich.

UNTITLED COMEDY—"Nick and Tony" Series. Produced by Louis Brock. Co-starring Henry Armetta and Nick Basil. Directed by George Marshall.

Jean Harlow in Person

New York.—Jean Harlow has left New York for Hollywood, where she will have a role in "The Secret Six" at MGM. She will make personal appearances en route at Chicago and Kansas City.

New Fox Audit Division

New York.—Fox West Coast is to establish a new audit division in Denver, with C. H. Butler and E. J. Conner in charge.

Zeidman on "The Flood"

Bennie Zeidman has been assigned the supervision of "The Flood" by Columbia. He had a similar job on "Tol'able David."

Dix Going To Hospital

Upon completion of "Cimarron," Richard Dix is reported to be planning a trip to Baltimore, where he will enter the Johns Hopkins hospital for observation. His ailment results from an operation at the same hospital two years ago.

Lonnie O'Orsa Hurt

Lonnie D'Orsa, assistant director at United Artists, is working with his right arm in a sling. He fell over a cable and broke his arm but, realizing that Ed Goulding needed him, he refused to lay off.

Late Shows for RKO

New York. — Saturday midnight shows have been inaugurated by all the RKO theatres.

Alsace Theatre Plays To Record

Mulhouse, Alsace—The Casino Theatre in this city of 120,000 population has broken all existing records for a picture theatre throughout all of Europe in so far as population is concerned.

The house played to 50,000 patrons on one picture during a 28-day run. The picture was "Zwei Herzen," and the business was due to the fact it was the first German dialog picture to play here.

Paramount Seeking Its Casts on Own Lot

Paramount has decided to look over its available people on the lot before going outside the studio for casts. This goes for every department, acting or otherwise.

Mary Coleman, script girl, and William Udell, assistant cutter, have been given minor roles in the new Bancroft picture, formerly known as "Unfit to Print," but now with a new title, "Scandal Sheet."

Changes in Universal

New York.—P. L. Spindler, formerly a Universal salesman in the New Orleans exchange, has been made manager of that office. W. M. Richardson, Southern division manager, has moved his office from New Orleans to Atlanta, where he will also manage the Georgia exchange.

"Doorway to Hell" Big

New York. — "The Doorway to Hell" is playing simultaneously at the Strand, the Beacon and the Brooklyn Strand, and cleaning up at all three.

Griffith To Talk

New York.—D. W. Griffith will speak to the Writers 'Club of Columbia University tomorrow night, his address being a comparison of silent and talking pictures.

"Sailor" Is Postponed

New York.—"Way For a Sailor," scheduled to open at the Capitol theatre has been postponed for the third time. No reason is given.

Bette Davis to "U"

New York.—Bette Davis, who recently appeared in "The Solid South" with Richard Bennett, has been signed by Universal and will leave for the Coast within two weeks.

Bobby Jones In Pics.

(Continued from Page 1)

because he feels that, in making pictures of his golf shots and being paid for it, he is violating, in spirit at least, the amateur rule.

"These pictures," Jones says, "are to be purely educational, designed not only to give visual instruction, but also to create interest in the game. I am not certain that this step is a violation of the amateur rule, but it is so contrary to the spirit of amateurism that I am willing to admit it an infringement."

Hollywood Not So Bad, Herald Says

W. R. Hearst's Los Angeles Herald has this to say about Hollywood:

"'Hollywood is not nearly so naughty as some people would like to paint it. It is gay, it is bright, it is happy as the film capital of the world, but it isn't naughty. It's the most peaceable, law-abiding spot in this section of these United States."

In saying this the Herald is quoting a committee of the Hollywood City Club, which investigated conditions in Hollywood. The committee also said that divorces in the movie colony are rarer than among other Los Angeles residents.

It's a lucky break for the movie people that the Herald has found this out.

Universal Is Making Three Comedy Series

Universal's comedy shorts are now being identified by three different trademarks. They are "Red Star" for all miscellaneous comedies, "Slim Summerville" for the series featuring that actor with Eddie Gribbon, and the "Murray-Sidney" group, a series of twelve two-reelers featuring Geo. Sidney and Charles Murray.

Next of the Red Star series will be captioned "The Gorilla Walks," with Tom Dugan, Tom O'Brien and Monte Collins in the cast.

Zukor Is Optimistic

(Continued from Page 1)

ting greater results. Except in two or three large eastern cities where the labor situation is bad, our returns are just as good as they have been in the past.

"Every employee must work harder and more intelligently than in the past. There must be no loafing on the job. If these requirements are met, he need not fear any wage cut or loss of his job.

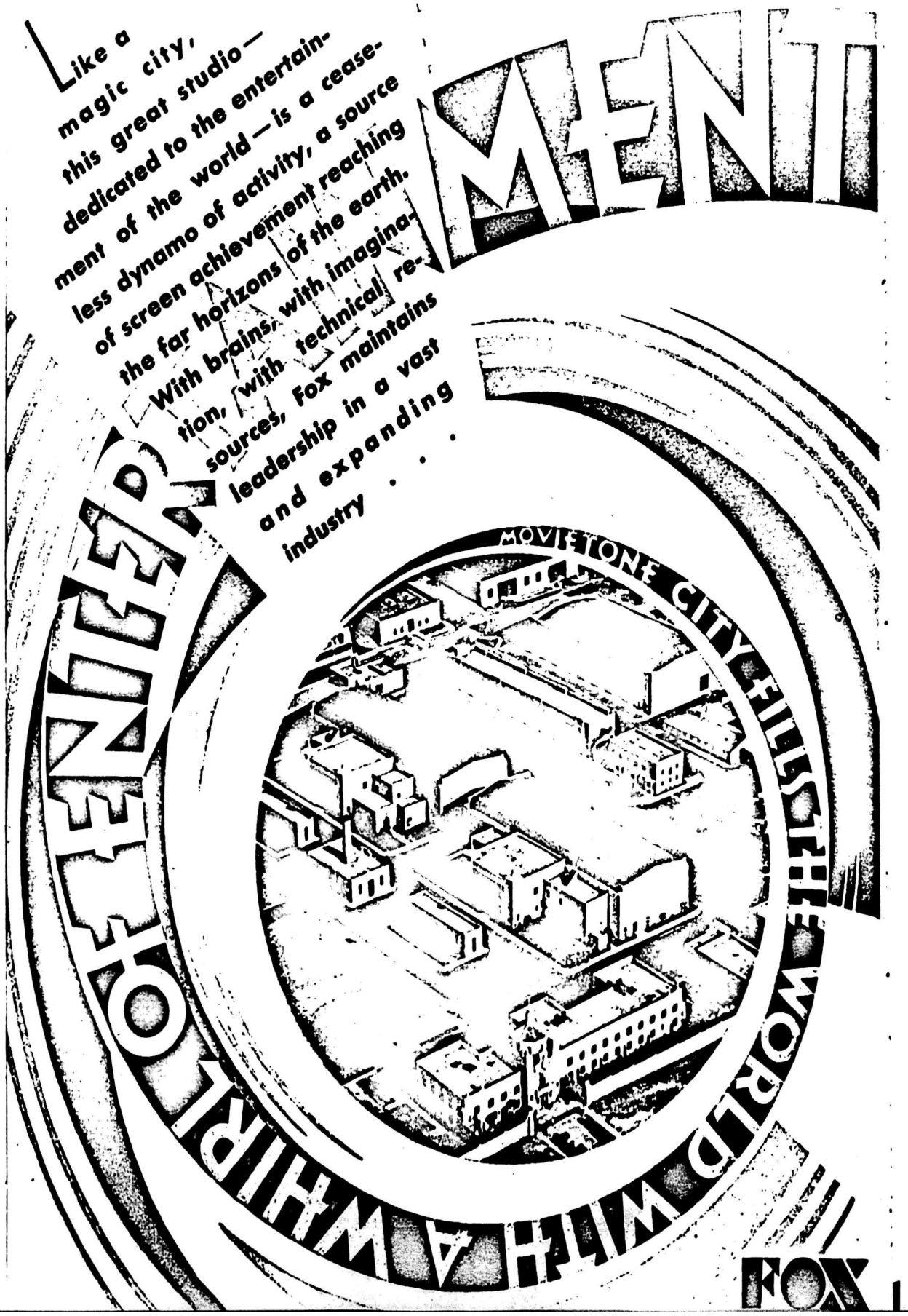
"We do not accept any reports that conditions are bad. Our 1931 budget will not be less than in 1930 and may be more. I will know that before my visit here is ended.

"People are more careful and more selective in the entertainment we are giving them."

Mr. Zukor will be here for about two weeks.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

WRIGHT-O..
SCRIPTS, PLAYS, PARTS COPIED
... Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard ....


Like a magic city, this great studio—dedicated to the entertainment of the world—is a ceaseless dynamo of activity, a source of screen achievement reaching the far horizons of the earth. With brains, with imagination, with technical resources, Fox maintains leadership in a vast and expanding industry . . .
MENT
ENTER
MOVIETONE CITY FILLS THE WORLD WITH A WHIRLOF
FOX

THE HOLLYWOOD DAILY REPORTER

W. R. WILKERSON .....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83 84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

It's all right to have a wife and admit it so long as she doesn't sue for separate maintenance. But when she does, then the marriage wasn't legal. At least, that is the contention of Hayden Talbot, newspaper man, press agent, screen writer and world traveler, now under contract to Fox, who has been ordered to pay his wife $250 a month alimony. Hayden says that, when he married her, she had not been finally divorced from her former husband.

•

Those who associate the game of chess with the Union League Club and bearded high-brows will be surprised to learn that one of Hollywood's youngest bridal couples has gone for the game in a big way. Even though the backgammon craze is engulfing us, David and Irene Selznick will tell you they get more of a thrill out of a tussle with the chessmen; and take it from us—that's a tussle!

•

Even though it was told us by one in whom we have great confidence, we find it hard to believe that an ex-film star and songstress, who has always had a penchant for diamond bracelets, fuzzy hair and pink, has added a pink ermine wrap to her wardrobe.

•

A press agent who came out here from New York and became generally disliked by the newspaper writers because of his autocratic attitude toward them, claims that he got this way by being made a shavetail just before the close of the war and believed that he could apply army tactics to the running of his department and also to members of the fourth estate. The effect of this is now being felt throughout the country, with orders issued on several publications to put anything coming from his department in the waste basket.

•

Grace Cunard, once the most popular serial queen, is staging a comeback in the Universal serial, "Heroes of the Flame," but is playing a mother role instead of the heroine.

Para. Abandons Student Writers

Paramount has definitely abandoned its student writing body, after trying it out as an experiment for more than a year. Out of a score or more writers given a trial to write originals and screen treatments under the student arrangement, the company has developed three potential writers, Joe Mankiewicz, Dick Diggs and Bill Robson. Diggs, incidentally, is handling censorship.

It is Paramount's intention to weed out the mediocre writers now on its staff and confine it to dependable, grade "A" writers who can be given an assignment and carry it all the way through, rather than depend on a large staff of writers who can only produce one-third or half of a treatment.

•

Flesh Outdraws Film In Indianapolis House

Indianapolis, Ind.—Business here had its funny ins and outs from a box office standpoint. The leader in town this week is the Lyric with a stage show headed by Owen McGiveney, who specializes in characters of Dickens. The movie, "A Soldier's Plaything," was not in on the draw, which broke box office records. It is now a victory of the flesh over a talking shadow.

The Circle was fair with "A Lady Surrenders" and should have been better. Things not so good at the Indiana with Clara Bow in "Her Wedding Night." Clara is losing ground here rapidly.

Better than fair business with Joe E. Brown in "Maybe It's Love" at the Apollo. A little less than average business at the Palace with "Love In the Rough."

•

Sues To Regain Records

The Vitaphone Distributing Corporation has brought suit against W. M. Arms and others to recover certain sound discs alleged to be unlawfully held. Failing return of the records, the plaintiff asks $10,000 damages.

•

Sandor Incze Here

Sandor Incze, publisher of the largest theatrical journal in Central Europe, is in Hollywood for a two weeks' stay. His paper is known as "Theatrical Life." Incze takes a fling at producing plays occasionally, his last being "Abie's Irish Rose," in conjunction with Max Reinhardt.

•

La Plante at Pathe

Laura La Plante will have one of the leading roles in "Lonely Wives," the next feature to go into production at Pathe. Edward Everett Horton will also be in the cast, and Russell Mack will direct.

•

Fire Dept. Will Help

The Hollywood fire department has placed its entire facilities and equipment at the disposal of Universal for the filming of its serial, "Heroes of the Flame."

Sheehan's Dinner

Two newspapermen standing outside the Fox lot. Said one to the other: "Did you get anything in there?" Said the other: "Sheehan's gone to New York to eat Thanksgiving dinner with his family." Said the first: "The only Thanksgiving dinner he'll have is around Harley Clarke's office table, and it won't be Thanksgiving either."

Will Build First Brookline House

New York.—Arthur Sawyer, one of the original promoters of the Roxy theatre, will build the first motion picture theatre in Brookline, Mass. He has filed an application to erect a million-dollar house there.

Brookline, although it has nearly 50,000 people, never has been permitted to have a picture theatre. At the last election the voters demanded one.

•

Van Druten To Write Story For Chatterton

Paramount has engaged John Van Druten, author of "Young Woodley," to write an original story for Ruth Chatterton's next starring picture.

The story will be a smart society drama and quite different from the previous Chatterton screen vehicles. John Cromwell will direct.

•

Fox Has Own Garbo

The Fox studio will not be outdone in digging out a type for any occasion. MGM has its Garbo, Paramount is going great guns with Dietrich, and Fox has reached down in its bag and pulled out Elissa Landi, the English actress, for a make-up to fit the draw of the other two.

•

Catlett At Pathe

Walter Catlett, one of Broadway's pet comedians, has been signed by Pathe as a comedy writer. He is at work now on his first two-reeler, entitled "Stage Struck."

•

PRODUCTION NOTES

Catherine Dale Owen and Dorothy Christy are featured in a number of "Voice of Hollywood," just completed by Lewis Lewyn at Tec-Art.

•

Josephine Lovett has completed her adaptation of C. B. De Mille's forthcoming production, "The Squaw Man."

•

Brandon Hurst engaged by Fox to play the part of Merlin in "Connecticut Yankee."

•

John Wayne's next picture for Fox will be opposite Virginia Sherrill in the untitled Seymour Felix story, instead of "Painted Woman," as originally planned.

•

Joseph W. Farnham, screen writer, has signed a new contract with MGM.

Warners To Do Big Advertising

New York.—Harry M. Warner has announced the formation of a special advertising council to lay out and carry through campaigns of an international nature.

On the council with Mr. Warner are A. P. Waxman and Sam Morris. David Weshner, publicity and advertising head of the Warner theatres outside of New York, will be called on for aid whenever necessary.

•

Paramount Is Cutting Overhead in Florida

Jacksonville.—Paramount-Publix is making an economy move here by closing the district office and moving the manager to Tampa, where he will be in close touch with six of the Publix houses instead of only one, as is the case here.

The booking office was moved to Atlanta some time ago, but the local exchange will continue in operation.

•

Universal Will Make A Viennese Musical

William K. Wells and Jerome Horwin are rushing the completion of an original story for Universal, to be directed by John Murray Anderson.

Production on this story is slated to start around December 5, with Sidney Fox, the new Broadway actress, in the lead. The story will have a Viennese background and will have music.

•

Para. Trailers In Fox L. A. Theatres

For the first time since the existence of Fox West Coast Theatres, a Paramount trailer is playing the entire Los Angeles division. It is on "Morocco."

•

Marco Arrives Here

Marco, of Fanchon and Marco, arrived in town today from New York.

•

Warner Explains Report

(Continued from Page 1)

acquisitions were not enjoyed during the past fiscal year."

Earnings are equivalent, after preferred dividends, to $2.44 per share on the 2,732,687 average number of shares of common stock outstanding during the period, and $2.21 per share on 3,015,541 shares of common stock outstanding on August 30, 1930.

This compares with net profits of $14,514,628, or $5.23 per share, on the 2,627,405 shares of common stock outstanding on August 31, 1929. The earnings for 1929, including the equity of earnings of affiliated companies from September 1, 1928, to the date of acquisition, and the equity in earnings for the year applicable to additional shares of common stock of First National Pictures, Inc., acquired subsequent to August 31, 1929, were $17,271,805. The earnings for 1930 do not include earnings of affiliated companies prior to dates of their acquisition.

THE Hollywood DAILY REPORTER

Vol. II, No. 6. Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, November 18, 1930

"MORE WORK"--ZUKOR

TRADEVIEWS
by w. r. wilkerson

UNIVERSAL, always one of the greatest advertisers of its product in the motion picture industry, is increasing its appropriation in every form of advertising. Why? Because Carl Laemmle is one of the few individuals in the picture business who fully realizes the value of buying space to tell the other fellow what he has. He is one of the very few executives in this industry who has always backed his product with advertising that sells tickets for the exhibitor.

In one of his "straight from the shoulder talks," Uncle Carl says:

"We are increasing our advertising so much that it amounts to kicking the budget out of the window. Why are we doing this? For the very same reason that you ought to boost your own advertising as you never did in your life."

•

GOING further, he says: "On account of several months of tough times, wealth is being hoarded. The only way to bust open these hoards and get the people to circulate this wealth is to apply the pressure of the stiffest possible advertising campaign. No less an authority than Roger Babson says, 'there is nothing wrong with the patient but poor circulation,' and the cure is an advertising campaign which will make mass consumption equal mass production."

Universal is increasing its advertising space in trade papers, newspapers, magazines and in every other form of advertising. And what Universal is doing, so should every other distributor do; for they are in a new business, faced with new conditions.

•

TRADE paper advertising reaches the public in that it inspires every man who has anything to do with the production, distribution and exhibition of the pictures. It is just that type of inspiration that causes the production department to keep on its toes in turning out product, an inspiration that spurs the salesman in his talks with exhibitors, and an inspiration that exhibitors require in telling their story to the public.

ADVERTISE AND DO MORE ADVERTISING. IT WILL PAY.

'Disraeli' Wins

"Disraeli," the Warner Brothers picture which won for George Arliss the Academy award for the finest performance of the year, has been awarded the Photoplay gold medal for the best motion picture released in 1929.

Paramount Head Here--In Outline Of Plans Says, "More Advertising, More Work, And More Push."

Adolph Zukor, president of Paramount-Publix, says that Paramount will spend $25,000,000 on its productions for the forthcoming year and that motion pictures must have more advertising, more intelligence, more push and more work than ever before.

Mr. Zukor claims that the talkies have justified themselves and are here to stay, but that "we should not produce pictures to carry dialog; there should only be enough dialog to carry the picture and make subtitles unnecessary."

Speaking of "advertising and push," he said:

"We are advertising and pushing our pictures more than ever in the light of present conditions and are get-

(Continued on Page 3)

Jack Cohn Here, Harry Leaving

Jack Cohn arrived in town yesterday, and Harry will leave for New York tomorrow to be gone three or four weeks on a vacation, if you can call buying plays and stories just that.

Jack will be in charge of the studio during Harry's absence.

•

Grauman Buys Rights to "Once In A Lifetime"

Sid Grauman has bought the Pacific Coast rights to "Once in a Lifetime," the George S. Kaufman play which is one of the great hits of the past year.

He intends to give it its first Western production at Los Angeles.

Swanson to Star In U. A. Picture

Gloria Swanson will star in the DeSylva, Brown and Henderson picture this trio is making for United Artists. No definite title as yet. Shooting in two weeks with Leo McCarey directing.

Equal billing will be given to the D., B. and H. trio with Swanson. Ben Lyon is signed for the male lead.

Bobby Jones Signs With Warner Bros.

Bobby Jones, world's greatest golfer, has announced his retirement from golf competition and, at the same time, the fact that he has signed a contract with Warner Brothers to make twelve one-reelers, showing how he plays golf. His retirement from competitive golf was announced

(Continued on Page 3)

H. M. WARNER TELLS WHY WARNER DIVIDEND IS LOW

In the Reporter of yesterday it was estimated that the net profits of Warner Prothers Pictures, Inc., for the year ended August 30, 1930, would show a $2 net dividend. The official report issued yesterday shows a dividend of $1.77 a share.

In his letter to stockholders, Harry Warner said:

"Due consideration should be given to the fact that in September, 1930, the company received in excess of $14,000,000 from the sale of common stock, and during the year acquired various properties.

"While the per share earnings are figured on the total shares now outstanding, the full benefits from these

(Continued on Page 2)

Wallis, Baker and Koenig Are Here

Graham Baker, Hal Wallis and William Koenig are back in town and officed at the First National studios.

Koenig will act in the capacity of general studio manager. Baker is trying to pick a story for Barthelmess, and Hal Wallis is going over the entire production sheet of First National.

•

Al Lichtman In Town

Al Lichtman, in charge of the sales of United Artists, is in town and conferring with Joseph Schenck. He will be here about ten days.

Lubitsch To Direct Chevalier Once More

New York.—Maurice Chevalier and Ernst Lubitsch, the combination which turned out the delightful "Love Parade," will get together again in the Paramount Long Island studio for another picture.

Lubitsch is already in New York and Chevalier is due there before Christmas.

•

Para. and Bancroft In Salary Deadlock

With George Bancroft's contract having until December 10 to run, the actor and Paramount are still at loggerheads over salary. Bancroft is holding out for $250,000 per picture, while Paramount's top is $180,000.

•

Selznick Leaving N. Y.

New York.—Myron Selznick will leave for the coast tomorrow night, after spending six weeks here establishing Eastern contacts for stage talent, plays and stories.

AL ROSEN Says "WATCH FOR THE ANNOUNCEMENT ON WYNNE GIBSON."

Menjou In Big Paris Run. Paramount Studio Busy

Paris.—Adolphe Menjou is playing a day and date run in seven Paris houses in the Pathe-Natan production of "Mon Gosse de Pere." The picture is the greatest hit French sound pictures have had to date. These runs follow the first run on the production, which had a continuous play of better than four months.

Business in theatres is pretty bad, with an occasional hit ringing the cash register in great style. The whole depression in the French theatre is due to the poor product being foisted on the exhibitor, and the American talkies are not doing anything unless there is a big name, known by the French, in the cast. French studios continue to grind out product that means nothing to the box office in France or any other place.

The Paramount studios in Joinville are still working at an exceedingly dizzy pace. They have started on the production of shorts on a big scale, with six completed during the past week, three under the direction of Louis Mercanton and the other three made by Charles De Roche, featuring such European favorites as Saint Grainier, Drean Dorville, Jeanne Fusiergir, Noel Pauley and Colline Dmitri Buchowetzki.

Production on the French version of "Manslaughter" has begun, starring Marcelle Chantel, supported by Fernand Babre, Elmire Vautier, Gaston Jacquet, and Alberto Cavalcanti.

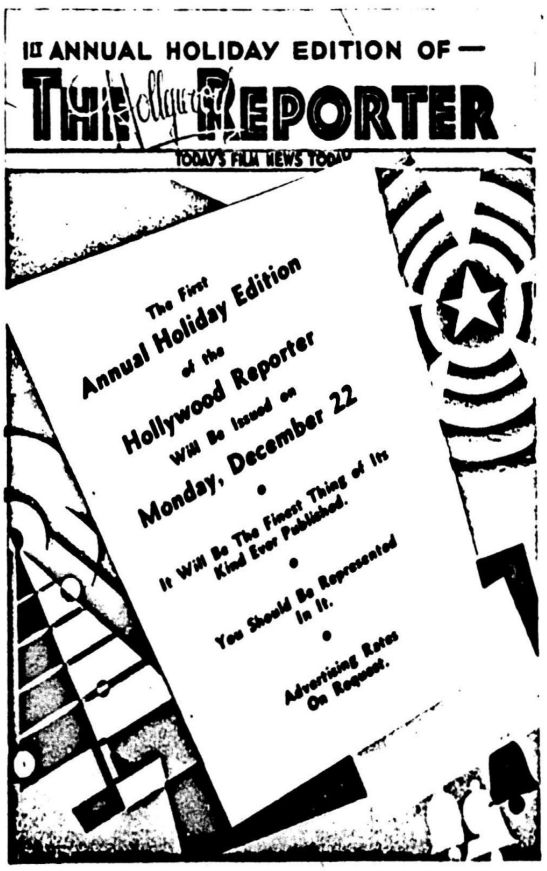
The Spanish version of "Half Way To Heaven" has been finished. The cast included Tony D'Algy, Felix De Pomes, Amelia Munoz and Miguel Ligero, with Omelia Millar directing. The German version of this picture will start immediately, starring Cilly Feindt.

Three Swedish talkers are to go into production the coming week. "Honey," directed by Gustaf Bergman, "Manslaughter" and "Anybody's Woman."

H. B. Franklin's House Organ

The H. B. Franklin office has gone so far with its new chain that time is now being given to the gathering of an organization for the publishing of a house organ for these houses.

It is said the publication will be known as "How," with the title to be changed a little later to "The Last Laugh."



L. Wolfe Gilbert

Writer of "RAMONA," "JEANNINE" and 100 Other Hits

Now

General Professional Manager

For

EDWARD B. MARKS MUSIC COMPANY

MR. GILBERT WILL PROMOTE THE SUCCESS OF THESE LATEST HITS

Something Missing In Your Eyes
Fox-Trot by L. Wolfe Gilbert and Dave Dreyer

On the Winding Santa Fe
Waltz by L. Wolfe Gilbert and Abel Baer

The Letter That Made Me Cry
Waltz by Jack Glogau and Eugene West

The Song of the River
Waltz by Alfred Solman and George Brown

The Peanut Vendor
(El Manisero)
The Cuban Rumba Fox Trot Sensation

Mr. Gilbert Writes:

Edward B. Marks Music Co.,
223-225 West 46th Street, New York City.
Dear Sirs:

It is a great pleasure for me to associate myself once more with a firm of your standing as staff writer and General Professional Manager. It will be my earnest endeavor to give you another cycle of popular hits equal if not superior to those already in your catalog, written during our former association and including such international record-breaking sellers as "My Little Dream Girl," "My Sweet Adair," "Shades of Night," "Lily of the Valley," "My Own Iona," and others just as famous.

I am not only happy to be once more under the executive direction of Mr. E. B., but also to work shoulder to shoulder with your picked well-rounded organization including Messrs. Max B., Mitch B. and Herbert E. Marks, as well as Bill Wiemann, Paul Klepper, Miss Fritzi Jacoby, Simon Sheffler, George Adams, Miss Mildred Bergin and others in charge of the various departments of your business.

You may be certain of 100% action from me, and, as I feel assured of your sincere co-operation, we cannot miss.

Very cordially yours,
(Signed) L. WOLFE GILBERT.

CHRISTMAS CARDS

What Have You Done About Yours?

Don't Wait Until the Last Minute!
ORDER THEM NOW!

The REPORTER PRESS

Printers For the Motion Picture Industry

Will Send A Representative To See You to Submit Samples, Original Drawings and New Ideas For Your Business or Personal Greeting Cards.

DON'T WAIT! ORDER NOW!

The REPORTER PRESS Ltd.

6715 SUNSET BLVD.
GRanite 6346

THE Hollywood DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

One of filmdom's greatest stars, who was greater a couple of years ago, is never seen in public accompanied by what one could possibly term "another attractive woman." She is usually with some very plain person, no matter how dressed up; and they do say it's because the star wants to show herself off. Of course we know that COULDN'T be the case.

●

We were just beginning to wonder what had happened to Henry Wadsworth, the boy who made such a hit as the young sailor in Paramount's "Applause." Found him in a preview of "Fast and Loose" the other night. Would like to bet that, given the right material, he would click in a big way.

●

Sam Goldwyn called Leon Errol back for retakes on "One Heavenly Night" because the original scenes were too funny and detracted from the general trend of the picture. This is turning the tables on Errol, who has been used to producers in New York telling him there were not enough laughs in his lines.

●

Caption on the main title of the latest Evelyn Laye picture reads: "Samuel Goldwyn presents 'One Heavenly Night' with Evelyn Laye, Leon Errol and John Boles." It is supposed to be a musical romance.

●

A Hollywood hotel has found an out for the screen actor, out of work, who owes the hostelry plenty room rent. To attract paying guests the owner has formed a theatre guild, with performances given twice a week. All actors who are in the hotel on the cuff must prepare, stage and act for the guild for the entertainment of the guests who meet the weekly bad news.

●

She was an extra girl for three years, struggling for a part, but no one would give her that break. Spanish versions came into vogue and now she has had the femme lead in three important Spanish productions. Her name is Carmen Guerrio.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METRO-GOLDWYN-MAYER

This studio continues to command top position with what it considers peak production for the plant. Summard of activity here lists six features in work, eleven in final preparation and seven in the final editing stages. At least three now in preparation will start before the end of the week, which will give the studio a total of nine features in work by Saturday.

Pictures in Production

"BACHELOR FATHER"—From the Edward Childs Carpenter play, with Marion Davies starring and C. Aubrey Smith in support. Robert Z. Leonard directing.

"INSPIRATION"—From an original by the staff, directed by Clarence Brown, with Greta Garbo starring and Robert Montgomery, Marjorie Rambeau and Judith Vosselli in the cast.

"DANCE, FOOLS, DANCE"—Is being directed by Harry Beaumont, with Joan Crawford as star and Lester Vail in support.

"THE EASIEST WAY"—From the stage play by Eugene Walter. Constance Bennett starring, Robert Montgomery as leading man and Adolphe Menjou in support. Jack Conway is directing.

"CALL OF THE FLESH"—In French, with Ramon Novarro starring and directing.

"A LADY'S MORALS"—In French, with Grace Moore starring, Andre Luguet as leading man and C. W. Robinson directing.

Pictures in Preparation

"THE SECRET SIX"—From an original by Frances Marion, to be directed by George Hill, with Wallace Beery and Marjorie Rambeau featured.

"DAYBREAK"—From the Arthur Schnitzler play, to star Ramon Novarro.

"THE GREAT LOVER"—From Leo Ditrichstein's stage success, starring Adolphe Menjou.

"THE SQUAW MAN"—From Edwin Milton Royle's play. Scenario by Josephine Lovett, dialog by Gladys Unger and Elsie Janis. C. B. DeMille will direct, and Roland Young is the only member of the cast selected.

"GENTLEMEN'S FATE"—Based on the Ursula Parrott story, to be directed by Mervyn Le Roy.

"THE SHEPHERD OF GUADALOUPE"—From an original story by Zane Grey.

"WAY FOR A SAILOR"—In Spanish, to be directed by Marcel Silver, with Conchita Montenegro and Jose Crespo.

"STRANGERS MAY KISS"—From the Ursula Parrott novel, to be directed by George Fitzmaurice, with Norma Shearer starring.

"SUSAN LENNOX"—From a novel by David Graham Phillips, with George Hill to direct and Greta Garbo starring.

UNTITLED—Buster Keaton comedy now in the process of story preparation by the staff, with Ed Sedgwick to direct.

"IT'S A WISE CHILD"—From play of the same name, in which Marion Davies will be starred.

Pictures in Final Editing

"NEW MOON"—Directed by Jack Conway, with Lawrence Tibbett and Grace Moore co-featured.

"WITHIN THE LAW"—From Bayard Veiller's play, with Joan Crawford starred and Robert Douglas, Purnell Pratt, William Bakewell and Marie Prevost in the cast. Sam Wood directed from continuity by Lucien Hubbard and Charles MacArthur.

"TRADER HORN"—Which has reached the cutting room after eighteen months. From the novel by Ethelreda Lewis, adapted by Dale Van Every, John Thomas Neville, Richard Schayer and Cyril Hume. W. S. Van Dyke, director, with Edwina Booth, Harry Carey and Duncan Renaldo in the cast.

"THE SOUTHERNER"—From an original by Bess Meredyth and Wells Root, directed by Harry Pollard. Lawrence Tibbett is the star, supported by Esther Ralston, Theodore von Eltz, Hedda Hopper and H. B. Warner.

"THE GREAT MEADOW"—From the novel by Maddox Roberts, directed by Charles Brabin, who also collaborated on the continuity. Cast has Eleanor Boardman, John Mack Brown, Lucille La Verne, William Bakewell, and Gavin Gordon.

"REDUCING"—From an original story by the staff, directed by Charles Reisner. Marie Dressler, Polly Moran and Anita Page in cast.

"THE BARKS BROTHERS"—Seventh of the dog comedies, with Zion Myers and Jules White directing.

Fitzmaurice On Shearer Picture

George Fitzmaurice has been signed by Metro-Goldwyn-Mayer to direct Norma Shearer's next starring vehicle, "Strangers May Kiss," the novel from the pen of Ursula Parrott, whose last season book provided the star with "The Divorcee." This role was acclaimed by the Academy of Motion Picture Arts and Sciences as the outstanding performance of the year.

Production is scheduled to begin next month, marking Miss Shearer's return to the screen since the making of "Let Us Be Gay."

Adaptation and dialogue on the new Parrott novel are being handled by John Meehan, who shared in the dialog credit on "The Divorcee."

●

English Students See Educational Picture

Leeds, England.—Students and faculty of the University of Leeds, numbering nearly 600, were privileged to be the first public audience to see and hear the widely discussed sound motion picture, "The Mystery of Life." It was shown at an invitation presentation in the Great Hall, as part of a program arranged by RCA Photophone, Ltd., to demonstrate the possibilities of sound pictures in education.

●

Lena Malena Signed for "Nina Rosa" Role

Lena Malena, who just finished a featured role in Charley Chase's latest comedy, "Thundering Tenors," has been signed to play the second leading feminine role in the stage version of "Nina Rosa," which opens in London, England, on January 15. J. G. Mayer office arranged the contract.

●

Ray Coffin—Agent

Ray Coffin, the international publicist, has added a new department to his Sunset Boulevard offices, and is assuming the management of a selected group of artists for stage and screen engagements.

●

New Brock Comedy

The new "Nick and Tony" comedy Louis Brock will produce for Radio Pictures has started with an all-star cast supporting the stars, Henry Armetta and Nick Basil, and George Marshall at the megaphone.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

Our Research Material used and Highly Recommended by Successful Producers
International Kinema Research
HE-8761 Hollywood Security Bldg.

THE Hollywood DAILY REPORTER

Vol. II, No. 5. Price 10c — TODAY'S FILM NEWS TODAY — Monday, November 17, 1930

HEAVY STUDIO SCHEDULE

Survey Shows Fifty Features Will Be in Work Before First of the Year and 32 More in January

Offsetting the pessimistic feeling now permeating Hollywood to the effect that this will be a poor Christmas for the studio workers, there will be at least 50 new feature productions placed in work between now and the first of the year. By the end of January 32 more will go into work. This will carry production at peak far into the middle of March.

The Reporter has made a survey of all pictures in preparation and the dates scheduled for each of the pictures to start, and it is encouraging to note that there will be no retrenchment for several months to come. Among the studios to become active shortly before the end of the year is the Warner-First National, which, at this

(Continued on Page 3)

TRADEVIEWS
by W. R. Wilkerson

THE wilful misrepresentation of news continues to be the chief function of some Los Angeles papers.

Hungry for banner lines, these newspapers will go to any limit to tie into a scandal or outrageous yarn some picture person of prominence to feed a public they imagine will swallow anything they choose to cook up.

The latest rotten addition to the long list of misrepresentations was carried by the Los Angeles Record in its edition of Saturday. And this is the basis this sheet had for the yarn.

●

HARRY GREEN, Paramount player, was entertaining two New York friends for lunch on Friday. This over, Harry had to go about his work, and requested one of the boys on the lot to show the two men around.

Clara Bow was working on "No Limit," and the stage was open during the process of lighting the set. The visitors sauntered on the set, looked around for a few minutes and walked off. After they had left, one of the electricians cracked to another: "Did you see the scar on that fellow's face?" The other replied: "Yeah; looks like Al Capone."

Some one heard this, notified the Record office and immediately the press began to grind off the story that Clara Bow had entertained "Scarface Al" Capone on her set.

●

THIS newspaper made no effort, in so far as officials of Paramount can ascertain, to check up on the story. They were evidently afraid that, had they done so, they would find the yarn bunk.

Had it not been for the fast work of Arch Reeve and his corps of capable assistants, other papers might have grabbed the story and, instead of this choice bit of mud-slinging being read by those who fall for the Record, the canard might have been broadcast throughout the world.

It seems a shame that the motion picture cannot protect itself against such libelous misrepresentation without taking the matter to court, for, by so doing, further publicity will be showered on a back that is already too heavily burdened.

Sees Movie on Ma's Teeth

Cola Martin, Birmingham negress, complained to the police that her son, Sam, had sold her $50 set of gold teeth for 10 cents to go to the movies.

Warner Report Will Show $2 Net

New York.—Right on the heels of rumors sifting through financial circles that the Warner statement for the fiscal year, ended August 31, would show a tremendous loss, due to a deficit brought on by the many acquisitions during the past year, a statement will soon be issued that will show a net income of $2 a share. This is in spite of some extremely heavy charge-offs of properties acquired during the third and fourth periods, and, were it not for this, the earnings would read $4.

Wall Street reports a steady absorption of this stock during the last few weeks by new interests identified with the company, and points to this accumulation as one of the outstanding features of the amusement stocks.

Fox Grandeur On Again, Off Again

Chicago. — The Fox organization grows hot and cold on its Grandeur. One day it's out like a light, only to be followed the next day by announcements that carry the message that this organization is going ahead with productions and equipment for this big size in wholesale lots.

The latest official announcement authorizes the Fox Midwesco string of houses to go Grandeur, with each of the 32 theatres to install the Grandeur equipment. The cost will run about $10,000 a house.

Mussolini Views Italian Talkie

Rome.—With Premier Mussolini as principal guest, "The Love Song," initial sound motion picture produced in the recently remodeled Pittaluga studios, was previewed by a distinguished assemblage of government dignitaries and representatives of the city's social elect.

"The Love Song," transferred to the screen from Pirandello's novel, "In Silenzio," was recorded by RCA Photophone apparatus, with which the Pittaluga studios are equipped. Following a preview for the press, the consensus of opinion of the critics was that "The Love Song" compares favorably with America's best sound pictures.

●

NO LEGITIMATE SHOWS ON GREAT WHITE WAY

New York.—There is not a house on Broadway between Forty-second street and Fifty-second street that is not playing pictures in some form or other. Broadway, the very foundation of the legitimate stage, is without a legitimate attraction.

The houses along the bright alley playing pictures are the Cohan, Rialto, Paramount, Criterion, New York, Astor, Gaiety, Globe, Central, Newsreel, Palace (playing vaud and newsreels), Mayfair, Strand, State, Rivoli,

(Continued on Page 3)

C. J. Scollard Here

C. J. Scollard, sales head of Pathe, arrived in town this morning from New York, accompanied by Mrs. Scollard. He will be here for about two weeks, conferring with E. B. Derr, president of the company.

●

Wide Film Conference

New York.—The New York Chapter of the Society of Motion Picture Arts and Sciences will hold a meeting next Friday to discuss wide film.

Loew Buys Two More New York Theatres

The Loew interest bought out two theatres, the Loew's Burnside and Loew's Grand, together with adjoining taxpayers in the Bronx, from Nathan Wilson. The deal involved close to $5,000,000.

●

Technicolor 15 Years Old

The Technicolor company will celebrate its fifteenth anniversary next Wednesday.

●

Wallack's As a Movie

The Wallack theatre, on Forty-second street, in New York, will be turned into a movie house.

THE HOLIDAY EDITION Of THE HOLLYWOOD REPORTER will be Out Monday, Dec. 22—You Should Be In It

WITMARK ISSUES INTROS FOR RADIO ANNOUNCERS

In an effort to effect a closer working arrangement between music publishers and radio stations, the Witmark Music Company is publishing a continuity service for all radio stations, to be used by their announcers in the introduction of any Witmark song.

Samples of a few of the introductions are quoted here to show how they not only help familiarize the ether audience with the name, contents and author of song, but also give the picture in which the song appears a plug.

"Are you, too listed in 'Who's Blue?' Everybody is once in awhile. In the screen success, 'Bright Lights,' Frank Fay sings 'Nobody Cares If I'm Blue,' and what a shame, but what a song."

"Suppose the clouds are gray today. Suppose you didn't win your man. Suppose you did let that steak burn. What of it? Take the advice of the song writers, Bud Green and Sam Stept, and cheer up, for 'Tomorrow is Another Day'."

"From Al Jolson's talkie, 'Big Boy,' comes a song that would make a corking national anthem to sweep away the present gloom! What does it matter if the breaks aren't so good today—you can start all over again in the morning, for 'Tomorrow Is Another Day'."

"What makes a woman's eyes light up more brightly and a man's heart beat faster than the dreamy beauty of a waltz? And who, we ask, could dance calmly to one so subtly suggestive as Dubin and Burke's 'Kiss Waltz'."

●

Music Sales Corp. Gives Schwartz New Contract

In line with the present Warner economical campaign, Music Sales Corporation, a subsidiary of the picture company, is cutting down its force all along the line. Harry Walker, assistant manager for the Western Division of Music Sales, has been eliminated from the payroll with his duties added to those of Art Schwartz, the present general manager of this division.

Schwartz just returned from New York, after a conference with Witmark and Music Sales executives, and packed home a contract whereby he is to remain with both organizations for another year.

●

Publix Warns Mgrs. of Xmas Depression

New York.—All Publix managers have been warned regarding the yearly Christmas depression in theatres.

They have sent out three MUST orders to combat this yearly slump. (1) Managers must cut every item of expense and overhead to the bone for Xmas period. (2) Plan your campaigns NOW for your holiday playdates. Your district booker notified you of your bookings on October 15, so that you would have plenty of time. (3) Outline your merchandising campaign NOW for this period. Make your campaign the biggest you have ever had WITHOUT spending any money. Muster all the ideas you can command and work them.

●

Tunesters Returning

Al Dubin and Joe Burke, staff composers for Warner-First National, are due to return from New York around the first of the year to resume writing songs and music for the Warner product.

Sid Grauman Now a Music Impressario

Sid Grauman, once the foremost showman and theatre operator on the Pacific Coast, has drifted from that position to exploiteur de luxe, and now he is to become musical director in charge of the Hotel Roosevelt Blossom room, one of the swanky hotel supper rooms of Hollywood.

Grauman's knowledge of music equips him to organize a musical aggregation from the rich field of available musicians now to be had in Hollywood and, instead of paying fabulous prices for well-known eastern bands, the hotel management believes it can get better results by organizing its own band under the supervision of Grauman.

Grauman has always had an interest in the hotel's welfare and is probably taking the job more on the grounds of sentiment than any remuneration he could receive from it. Of course, with the responsibility of organizing the band, he will apply the typical Grauman showmanship in putting this supper room over.

●

Fort Smith Has Plenty of Seats

Ft. Smith, Ark.—With the opening of the New Masonic Theatre here, the theatre list now reads five.

Ft. Smith has a population of 40,000 and there are more than 7000 seats in the local theatres.

●

Robertson on Radio

John Robertson, who will be featured on the November 19 "California Melodies" broadcast over the Columbia network, will devote himself to a series of thumb-nail sketches involving prominent stars whom he has directed. Among them are Mary Pickford, John Boles, Richard Barthelmess, Evelyn Brent, John Barrymore, and Greta Garbo. Josephine Lovett (Mrs. Robertson) is collaborating with him in preparing his continuity.

●

New Screen Interviews

A new series of screen interviews, patterned after "Screen Snapshots," is being produced by Archie Josephson, head of the local Columbia Phonograph company branch. The subjects are being made in Technicolor and big screen names are being used for each screen subject.

Music Leaders

In sheet music for the Southern California district, as reported by the Preeman Company for the week ended November 15. Numbers are listed in the order of their aggregate sales for the week.

"Three Little Words," ("Check and Double Check" Radio) by Harms.

"If I Could Be with You" (Pop) by Remick.

"Moonlight On the Colorado," (Pop) by Shapiro-Bernstein.

"Kiss Waltz" ("Dancing Sweeties" WB) by Witmark.

"It Must Be True," (Pop) by George Waggner.

"My Baby Just Cares For Me," ("Whoopee," UA) by Donaldson, Douglas and Gumble.

"Little White Lies," (Pop) by Donaldson, Douglas and Gumble.

"Betty - Co-ed," (Pop) by Carl Fisher.

"Blue Horizon," ("Monte Carlo") by Famous.

"I'm Yours," (Pop) by Famous.

"Confessin," (Pop) by Feist.

"I Still Get a Thrill," (Pop) Davis, Coots and Engle.

Paramount Finds New Use for a Composer

Paramount has made another move in establishing a new method of using musical scores in pictures by assigning Franke Harling to write an original symphonic score for Ruth Chatterton's new picture, "The Right to Love." Unlike the average musical score, it will not be made up of extracts from famous classics.

If this proves successful and is received favorably by the public, it will afford more work for composers, but will leave the lyricists out in the cold.

●

Pat O'Day To Write

Pat O'Day, son of Anne Caldwell, the composer for Radio, has returned from New York and plans to become identified with one of the large studios in the scenario department.

Young O'Day served his apprenticeship in writing by doing lyrics for several well known popular songs.

B.B.B. Says:
A BITE, A LAFF WITHOUT FORMALITY
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

MURRAY SMITH
AND HIS ORCHESTRA
Now at Eddie Brandstatter's
MONTMARTE CAFE
HOLLYWOOD

Songwriters Ask Film Royalties

With practically all the studios off staff composers, a movement is now on foot in New York among the songwriters to ask the Society of Authors and Composers to draw up a new contract for picture producers, whereby the services of the tunesters must be contracted from picture to picture, just as with the producers of stage shows.

If the society endorses this plan and puts it over, the picture producer will be faced with the problem of paying the composers a royalty on each picture produced under such agreement.

●

Few Changes in Sound Recording in Sight

There are few important changes in sound recording, in sight, according to Carl Dreher, head of the Radio sound department, who has just returned from conferring with RCA engineers in New York.

"The present system of recording," he says, "seems likely to continue indefinitely. Contemplated improvements are only minor and are designed to improve quality and cut costs. The greatest improvement that I have seen is the RCA portable equipment."

●

New Job For Thayer

Lyle Thayer, former orchestra leader, has been appointed to represent the Phil Kornheiser Music publishing house on the West Coast. Kornheiser's first number in his new catalog is "On A Balcony in Spain."

●

Gilbert With Marks

New York.—L. Wolfe Gilbert former contract songwriter for Warner-First National and Paramount, has joined the E. B. Marks Music Publishing company in the capacity of professional manager.

●

Garon With Red Star

A switch in western representation for Fox's Red Star Music Company took place here this week when "Tubby" Garon, formerly of Santly Brothers, replaced Harry Hume.

"I'm Alone Because I Love You"
and
Once Again
WITMARKS
ARE
HIT MARKS
Says
ART SCHWARTZ
From
The Music Center of the World
HOLLYWOOD

RKO Will Stage Own "Girl" Acts

Pearl Eaton, whose contract as dance director with Radio Pictures has been renewed until June 1, is planning to expand her activities by staging picture house revues and acts to tour the RKO houses. She will be to the RKO chain what Fanchon, of the Fanchon and Marco combination, is to the Fox theatres.

Miss Eaton has already produced her first unit, called the Radio Picture Girls, drafted from the troupe of dancers under contract to Radio studios for the past year under her supervision. This revue was broken in last week at the State theatre in Long Beach and is now being booked over the RKO circuit, with a jump from here to New York City. Miss Eaton will accompany this unit to Broadway.

•

Fox Negotiating For Studio in Nice

Fox is now negotiating for the lease or outright purchase of the old Ingram studios in Nice, said to be the best equipped plant in France. If the deal is closed, Fox will make this studio production headquarters for the making of all foreign versions.

With John Stone already on the ground, an entire production crew will leave here right after the first of the year, or upon completion of the fourth foreign version of the "Big Trail," now in production.

•

Publix Theatres Book Radio Product

New York. — All product from Radio Pictures has been booked into the Publix chain of theatres. This includes shorts as well as features.

The deal was closed by Charles Rosensweig and Jerry Safron for Radio, and William Saal, chief booker for Publix.

•

"Cat Creeps" Going Very Big in the East

New York.—In addition to the fact that Universal's "Cat Creeps" has been held over for an additional week at the Globe in New York, it is also playing its second week at the Rialto in Washington to very big business.

•

No Legit Show on B'way

(Continued from Page 1)

Roxy, Capitol, Winter Garden, Hollywood, Warners.

Every theatre along the street is more than optimistic regarding business, and is of the opinion that "the big slump" has passed with the palming off of all the poor product that has been resting in the vaults of Hollywood producers.

It is the thought of the managers that the industry has rid itself of a lot of lemons and that new pictures that have been seen and set for dates will bring the gang back in big droves.

BRITISH LION HOWLS AT U.S. TALKIE ON WARSHIP

London. — The British are at it again. They have found something new to protest about. This time it is the installation of an American talking picture equipment on a British battleship.

It appears that the canteen committee of the battleship Renown selected an American equipment in preference to those of English make. And there is a storm all over the British Isles.

The admiralty disclaimed any responsibility for the American set, and the canteen committee says that the American equipment is better than that being made by the English.

And to top this, the committee booked two American pictures, "All Quiet On the Western Front" and "The King of Jazz," to be the first two talkies shown on this new equipment.

Now nothing will be done in the British studios until everyone has had their say regarding this new American atrocity.

•

Charles Lawrence In Vitaphone Short

Charles Lawrence, Broadway comedian who appeared in H. I. Phillips' Vitaphone Varieties comedy, "The Substitute," has made a new one-reeler, titled "One Way Out," under the direction of Arthur Hurley. Lawrence is co-featured with Thelma White of the "Vanities."

Others in the cast are Bernard Randall, Jean Gabriel, Frank Kingsley and Gil Squarey. A. D. Otvos wrote the story.

•

Bombay Now Has Five Theatres for Sound

Bombay.—With the wiring of the Empire for sound, Bombay has now five theatres for talking pictures.

•

C. C. Burr Will Make Series of Six for Radio

It is understood that C. C. Burr, formerly producer for First National, will make a series of six productions to be released by Radio Pictures.

•

Fox Grabs Kemal Pasha

Angora. — Fox Movietone News, through the help of Ambassador Joseph Grew, took talking shots of President Mustafa Kemal Pasha. The photographing lasted four hours and was made on Kemal's farm, just outside of Angora.

•

Weshner Back From Tour

New York.—Dave Weshner, in charge of publicity for all Warner houses outside of the Metropolitan area, has returned from a nine-day tour of Warner locations.

And The Motorman: "Rings the Gong"

If tradesmen were movie critics we might expect to read, according to Roscoe Ates, now playing in "Cimarron," at the Radio Pictures studio, such puffs as these:

FRUIT DEALER—"Peach of a play!"

FISHERMAN—"Whale of a show!"

PRINTER—"Just the type I like!"

PLUMBER—"A piping good attraction!"

DENTIST—"It's a Wow!"

BOOTLEGGER—"A corking good offering!"

WILD ANIMAL TRAINER—"A howling success!"

STREET CAR CONDUCTOR—"Fair!"

Big Rush Coming in Studios

(Continued from Page 1)

time, is working on sixteen stories.

Eleven at MGM

Metro-Goldwyn-Mayer follows a close second with eleven stories in final preparation, all of which are scheduled to get under way before Christmas. Fox has nine, Columbia and Radio seven each, Metropolitan eight, Tiffany and Paramount five each, Universal four, Pathe and United Artists three each, while Tec-Art and Cinephone have two each. The short subject group of studios, including Educational, Roach, Sennett and Darmour, will continue to operate around normal for several months to come.

The list of features now in the final stages of preparation shows Warner-First National with: "A Lady for Love," "Big Business," "Chances," "Ambush," "Party Husband," "Paris Preferred," "Broad-Minded," a Kalmar and Ruby original musical comedy, "The Tenderfoot," a Marilyn Miller production, an original for Dick Barthelmess, an original air story by Howard Hawks and John Monk Saunders, "The Honor of the Family," "The Green Cat," "You and I," and an untitled Humphrey Pearson musical drama.

Metro - Goldwyn - Mayer shows: "The Secret Six," "Daybreak," "The Great Lover," "The Squaw Man," "Gentleman's Fate," "The Shepherd of Guadalupe," French version of "Way For a Sailor," "Strangers May Kiss," "Susan Lennox,".. untitled "Buster Keaton," and "Its a Wise Child."

Nine at Fox Lot

Fox lists: "A Connecticut Yankee," "Squadrons," "East Lynne," "Land Rush," "Waiting At the Church," "Charlie Chan Carries On," "Mr. Lemon of Orange," "All Women Are Bad," and "The Painted Woman."

Columbia will have "Arizona," "The Last Parade," "The Miracle Woman," "The Flood," "Fifty Fathoms Deep," "Vengeance" and "Subway Express."

Radio will have "White Shoulders," "Children of the Streets," "Kept Husbands," "Sour Grapes," "Private Secretary," "Waiting At the Church," and "Assorted Nuts."

Paramount will have: "Scandal Sheet," "New Morals," "Confessions of a Debutante," "Ladies' Man," and "Buy Your Woman."

Tiffany will have "The Single Sin," "Caught Cheating," "Does Crime Pay," "Drums of Jeopardy," and "Left-Over Ladies."

Universal will have "Many a Slip," "Fires of Youth," "Steel," and "Saint Johnston."

United Artists: "Sons O'Guns," "Front Page," and the new De Sylva, Brown and Henderson story.

Pathe: "Lonely Wives," "Harold Wants to See the Indians" and "Three Wise Clucks."

Metropolitan lists "Beloved Enemy," "Mother's Millions," "The Ape," "A Shotgun Wedding," "Air Police" and three untitled features now being prepared by independent producers.

Tec-Art: "Gold Diggers of Hollywood" and "Sheer Luck."

Cinephone studios: A Harry Webb feature western, untitled, and "Wild West Whoopee."

•

"All Quiet" in Stockholm

Cables from Stockholm to the home office of Universal say that "All Quiet on the Western Front" is a sensation there. It is packing the Palladium and held for a third week.

Warner Theatres Want Stage Names

New York. — All Warner houses playing stage attractions in conjunction with their picture programs are after big stage and picture names for draws.

Winnie Lightner has been booked into the Stanley, Pittsburgh, for week of December 5, to be followed by engagements in Washington and Philadelphia. Belle Baker opens November 25 in Washington and will play other Warner-Stanley houses. Pat Rooney is also to make the swing around the Warner chain, starting November 29.

•

Kallman On His Way to Spain For Photophone

Milton M. Kallman, supervisor of sales in the foreign department of RCA Photophone, Inc., is en route to Spain, where he will spend three months in the offices of the corporation's distributing agency. His first stop will be in London, where he will confer with F. P. Culbert, managing director of RCA Photophone, Ltd.

"HOT BRIDGE"—RKO

"Mark Sandrich has directed with considerable skill."—Film Daily.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FOX STUDIOS

Production at this studio is a bit below normal this week, with only three pictures shooting, but there are nine in preparation which will go into work within a short time. Three productions are in final editing.

Pictures in Production

"THE MAN WHO CAME BACK"—From the play by Jules Eckert Goodman and John Fleming Wilson. Janet Gaynor, Charles Farrell and Kenneth McKenna are in the cast. Raoul Walsh is directing from the screen play by Edwin Burke.

"THE SEAS BENEATH"—From a story by James Parker, Jr., the screen play and dialog being by Dudley Nichols. John Ford is directing and in the cast are George O'Brien, Marion Lessing and Warren Hymer.

"THE MODERN WORLD"—From a story by Eleanor Mercein with continuity and dialog by Leon Gordon. Chandler Sprague directed, with Dorothy Mackaill and Warner Baxter in the cast.

Pictures in Preparation

"A CONNECTICUT YANKEE"—Taken from the Mark Twain story and starring Will Rogers. David Butler will direct and the cast will include Maureen O'Sullivan, John Garrick and Myrna Loy.

"SQUADRONS"—From a story by Elliott White Springs. Al Santell will direct, and in the cast are Charles Farrell and Elissa Landi.

"EAST LYNNE"—From the old stage play, adapted by Tom Barry and Bradley King. Ann Harding will star, supported by Clive Brook, Conrad Nagel, Cecilia Loftus and O. P. Heggie. Frank Lloyd will direct.

"LAND RUSH"—From scenario by Emmett Flynn and Hayden Talbot. Benjamin Stoloff will direct a cast headed by Victor McLaglen, Fay Wray, Lew Cody and Eddie Gribbon.

"WAITING AT THE CHURCH"—To be directed by Seymour Felix. This is a musical by the Fox staff, and Frank Albertson is the only cast selection.

"CHARLIE CHAN CARRIES ON"—From a Saturday Evening Post serial by Earl Derr Biggers. Hamilton McFadden will direct and Fifi Dorsay heads the cast.

"MR. LEMON OF ORANGE"—From an original. Featuring El Brendel, with John Blystone directing.

"ALL WOMEN ARE BAD"—To be directed by William K. Howard, with Edmund Lowe heading the cast.

"THE PAINTED WOMAN"—From a story by Larry Evans, to be directed by Irving Cummings. John Wayne and Claire Luce in the cast.

Pictures in Final Editing

"THE SPY"—From story by Ernest Pascal who, with Robert Pressler, did the adaptation and dialog. Berthold Viertel directed a cast headed by Kay Johnson, Neil Hamilton and John Halliday.

"PART-TIME WIFE"—Formerly "Shepper-Newfounder." Story by Stewart Edward White, direction by Leo McCarey, screen play and dialog by McCarey and Raymond Schrock. Edmund Lowe and Lola Hyams head the cast.

"ONCE A SINNER"—From story by George Middleton, who also did the adaptation and dialog. Guthrie McClintic directed, and Dorothy Mackaill and Joel McCrea head the cast.

Robert Montgomery in "The Easiest Way"

Having just finished playing opposite Greta Garbo in "Inspiration," Robert Montgomery has been cast in the romantic role with Constance Bennett in "The Easiest Way," which Jack Conway is directing for MGM from the famous stage play by Eugene Walter.

New Spanish Film Co.

A new picture company is being organized, to be known as the Jose Bohr Productions. It will concentrate on making all-Spanish productions. The first will be "The Gay Bandolero," in which Bohr will be starred.

Production will start the latter part of this month at the Metropolitan studios.

Writers Honored by the Author's League

Al Cohn, Rupert Hughes and George Middleton have been elected honorary vice-presidents of the Authors' League of America. Mr. Hughes is president of the local Writers' Club, Mr. Cohn is president of the Screen Writers' Guild, and Mr. Middleton was president of the Dramatists' Guild last year.

Comedies in the East

The Vitaphone Eastern studios are still grinding out comedies. Three have just been completed. They are "On the Job," with Ann Codee and Frank Orth; "Maid to Order," directed by Alf Goulding; and an original by Dorian Otvos, as yet untitled, directed by Arthur Hurley.

ANITA LOUISE

LEAD IN

"SO THIS IS HEAVEN"

and

"THIRD ALARM"

for TIFFANY

also

Just Completed

Important Part in

"THE GREAT MEADOW"

M-G-M

Under Contract to

Maurice Revnes, Ltd.

6777 HOLLYWOOD BLVD.

HEmpstead 3188

Big Increase In Picture Exports

Washington. — The first nine months of 1930 showed an enormous increase in motion picture exports, according to the report of the Motion Picture Division of the Department of Commerce. Exports for that period were 8,900,540 feet more than for the same period in 1929, a value increase of $719,212. The total exports for the 1930 period were 210,037,969 linear feet.

The greatest market was the United Kingdom, with 33,038,668. France was second, Australia third and the Argentine fourth.

Imports of negatives for the same period dropped off, as did also imports of positives. An interesting feature of the export business is that, during the 1930 period, 5,208,810 feet of negative and 132,239,581 feet of positive were sound synchronized.

•

Machnovitch Made Pathe Comptroller

New York.—Samuel Machnovitch, general auditor for Pathe, has been made comptroller.

•

"Single Sin" to Start

After several months of trying to get the proper treatment on "The Single Sin," an original by A. P. Younger, Tiffany is ready to start production next week. Paul Hurst and Kay Johnson are the only two set for the cast. William Nigh will direct.

•

Rita LaRoy Loaned

Rita LaRoy has been borrowed from Radio by Willis Kent to play the feminine lead in "Gold Diggers of Hollywood," to be produced for the State Right market at the Tec-Art studios. William O'Connor will direct.

•

Ed Wall Returns

New York. — Ed Wall, head of Paramount's foreign real estate department, has returned from Australia, where he has been negotiating for the Union Theatres chain.

•

Erlanger Crowd in Films

(Continued from Page 1)

their intention is to play their pictures in the big cities in houses under their control, and then release them to independent exhibitors throughout the country.

Al Woods has more picture material from shows he has produced than any other individual or company in the legitimate field, and material that should click if given the proper production.

From a source close to the Erlanger office it is learned that a picture director and a stage director will be on each picture, with most of the cast made up of names from the legitimate field.

The Audio Cinema studio has Western Electric recording equipment and stages sufficient to house three units shooting simultaneously.

GOOD PICTURES MEAN BIG BUSINESS, SAY RKO. MGRS.

New York.—The three-day session of the Radio-Keith-Orpheum division managers ended today, with the division heads telling Joseph Plunkett that "good pictures will always bring in good business," and that all the theatres require is better product from the Hollywood studios.

Plunkett addressed the gathering and congratulated them on the fine showing they made with the Amos 'n' Andy picture. He expressed the belief that a lot of good pictures were in the making and that business conditions around the country were on the mend.

•

Australian Chain Is Buying Indie Houses

Sydney.—Union Theatres Ltd., the most powerful theatre chain in New South Wales, is taking advantage of the present depressed conditions to buy up independent houses and strengthen its own position. It now has about forty theatres in New South Wales alone, and may take over some Sydney suburban houses.

Recent acquisitions by this chain include four houses at Cessnock, three at Wollongong, two each at Bulli, Kurri and Maitland, and one each at Thirroul, Corrimal and Bathurst.

•

L. A. Reporters Get a Break in Pictures

Two Los Angeles reporters are to start soon to acquire publics for themselves in motion pictures.

Joe Kelly, of the Examiner, is going over to MGM to play the role of a reporter in "The Secret Six," which Mervyn LeRoy is directing, and Sam Ingersoll, of the Times, has been engaged by Paramount to act as technical director for "Scandal Sheet," in which John Cromwell will direct George Bancroft.

•

"Morocco" Premiere Set Forward One Night

The premiere of Paramount's "Morocco" at the Chinese theatre, originally announced for November 26, has been set forward to November 25.

This was done at the request of many stars and featured players who wish to attend the premiere and see Marlene Dietrich in her first American picture. Many of these stars had made plans to leave for Thanksgiving vacation on Wednesday and to be gone over the week-end.

•

Marion Davies' Next

As soon as she completes "The Bachelor Father," Marion Davies will start work on "It's A Wise Child," just bought by MGM. This play, by Laurence Johnson, has recently ended a year's run on Broadway.

•

Pete Smith Better

Partly recovered from a long illness, Pete Smith, publicity director at MGM, has gone to Santa Barbara for treatments from Dr. Samson at the Cottage hospital there.

PRODUCTION NOTES

Gaston Glass has been loaned by James Cruze Productions to appear in the French version of "The Big Trail" for Fox.

•

J. Farrell Macdonald engaged for cast of "The Easiest Way," in which MGM is starring Constance Bennett.

•

Glenn Belt has been engaged as production manager for the Phil Ryan Productions at Metropolitan.

•

Ken Kling, cartoonist, has arrived in Hollywood to do dialog for Educational-Christie comedies. He is the creator of "Windy Riley," a McNaught Syndicate feature.

•

Beth Milton, former "Follies" girl, here for the past two months to break into pictures, has been signed by MGM to appear in the Eddie Buzzell short now in production.

•

George B. Seitz has been engaged by Tiffany to direct "Drums of Jeopardy."

•

Complete cast for "Caught Cheating" at Tiffany will include Charles Murray, George Sidney, Robert Ellis, Nita Martan, Dorothy Christy, Bertha Mann and Tennen Holtz. Frank Strayer will direct, with production set for next week.

•

Jobyna Ralston, Philo McCullough, John Ince, Nick Stuart, Ben Hall, Reed Howes, Oscar Smith and others will work in Bruce Mitchell's picture, "Sheer Luck," starting Monday at Tec-Art.

•

Henry (Pathe) Lehrman is hard at work on an original comedy for Universal. It will be a short reeler.

•

"Mr. Lemon of Orange," an original by Jack Hays, has been sold to Fox for El Brendel, by the Cohens.

•

Helen Chandler in Hosp.

Helen Chandler was operated on at the Hollywood Hospital yesterday for appendicitis, twelve hours after she had completed a role in a Universal picture. She became ill several weeks ago but stuck to the job till the picture was finished.

•

Exhibs Memphis Meet

Memphis.—Exhibitors from Arkansas, Mississippi and Tennessee will meet in Memphis for three days, starting November 21. The chief topic of the convention will be protection.

•

"Olympia" After Record

Paris.—MGM's French version of "Olympia" is now in its third week at the Madeleine theatre, with all indications pointing to a ten-weeks run, a record for any American-made French version picture here.

Rogers Will Make Five For Radio

Three novels, a stage play and an original story will be produced by Charles R. Rogers for Radio Pictures release. The first of these is "Millie," a novel by Don Clarke, which is now in production with Helen Twelvetrees, Lilyan Tashman, Robert Ames and others in the cast, and with John Francis Dillon directing.

The next will be Robert Chambers' "The Common Law," adapted by John Farrow. The others are "French Love," with Lily Damita featured; "The Registered Woman," from a story by John Farrow; and Nevis Shane's novel, "Dark Flame."

•

New Universal Short Called "The Laughback"

The trend for acquiring gag release titles for short comedy subjects seems to be greater today than since Mack Sennett introduced them in 1915 by copping the glory of well-known feature productions with just a twist to make a clearance from copyright jams.

The latest to fall in this line is Universal, with its catchline on the football halfback. Its title will be "The Laughback."

•

Novarro Starts Monday

Ramon Novarro will start production next Monday on the French version of "Singer of Seville." Following this he will begin immediately on rehearsals for "Daybreak," in which he will be starred. He will repeat on the French and Spanish versions, as he did with "Singer of Seville."

•

New 'U' Leading Woman

Universal is importing Sidney Fox, a New York stage actress, who has been a hit on Broadway for the past two years. She will be signed to a five-year contract in featured parts.

•

Tradeviews

(Continued from Page 1)

public with one of the greatest newspaper campaigns the amusement business has ever seen.

All of this came right at a time when the whole industry was sick, when things were bad in pictures and every other business. But Sarnoff, Schnitzer, Marcus and Daab knew they had to sell that empty seat, and they SOLD it.

Radio has led the way; what are the rest going to do about it?

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

Our Research Material used and Highly Recommended by Successful Producers
International Kinema Research
HE-8761 Hollywood Security Bldg.

THE Hollywood DAILY REPORTER

Vol. II, No. 4. Price 10c — TODAY'S FILM NEWS TODAY — Saturday, November 15, 1930

ERLANGER GETS STUDIO

TRADEVIEWS
by W. R. Wilkerson

THE SOONER PRODUCERS, DISTRIBUTORS AND EXHIBITORS BEGIN TO REALIZE THAT THE MOST EXPENSIVE THING TO OPERATE IS AN EMPTY SEAT, THE SOONER OUR INDUSTRY WILL SNAP BACK INTO A PROFITABLE BUSINESS.

And the best, the safest and the most economical manner to operate that empty seat is by ADVERTISING.

Both the producer and distributor are now partners with the exhibitor, whether that house is chain-owned or individually controlled. They are partners for the reason that every representative house is playing the majority of its pictures on a percentage basis. And this partnership has to go further than the production of good pictures and the selling of them to the theatre; it must concern itself with the SELLING OF THE PICTURE TO THE PUBLIC.

•

THE operating of that empty seat is the difference between the profit and loss for everyone concerned with motion pictures, for, if the seat is not filled, there is nothing else in production, distribution and exhibition filled. And the one way to fill that seat is by ADVERTISING.

Of all the producer-distributors in this business there is but one who seems to realize the full value of that empty seat problem. That one is Radio. It sold more tickets for the exhibitor with the advertising campaign on "Check and Double Check" than any other effort that went into the successful exhibition of this picture.

•

YOU might say, "Radio had a lot of money to spend." Certainly it did, and it spent it, and for every dollar going out in advertising three or four dollars came right back. It sold tickets by getting big names for the picture, by giving the picture a good production. By an intensive campaign in the trade papers, it sold tickets by selling the exhibitor, and it topped it all by selling tickets direct to the

(Continued on Page 3)

Will Start Production In N. Y. Within Thirty Days On Series Of Talking Pictures For Own Houses

New York.—The A. L. Erlanger interests have taken a lease on the Audio Cinema studio, on Long Island, and will start production within thirty days of pictures from plays produced by them.

This organization will be joined by Al Woods, Arch Selwyn, Sam Harris and others.

This publication reported some weeks ago that the Erlanger crowd had appropriated a large sum of money for the production of pictures and that they would be joined by other Broadway producers, but this is the first definite sign that they are actually going into production on a big scale.

The Erlanger organization has plenty of material for talkies, plus a lot of theatres scattered throughout the country, most of them not adaptable for pictures. But it is thought

(Continued on Page 3)

Caddo Moves to U.A. Next Week

Caddo Productions, which has been leasing space at the Metropolitan studios, will move next week to the United Artists lot. As soon as the move is completed, the work of preparing "Front Page," the next Caddo productions for the screen, will be started.

It is understood that Caddo goes into the United Artists studio simply on a leasing basis, and that the move does not mean that the deal between Joseph Schenck and Howard Hughes, whereby the latter becomes a half-owner in the Art Cinema Finance Corporation, has been completed. Convenience enters into the removal, as Caddo pictures are released through United Artists.

•

Metro Heads Leaving

Arthur Loew, Felix Feist and Charles Moskowitz left Thursday night for New York, after remaining on the coast but a week.

J. Robert Rubin and E. B. Hatrick will leave tomorrow night, while Nicholas Schenck and his wife will remain over until next Wednesday night.

"U" Will Spend Plenty For Adv.

New York.—Carl Laemmle has advised his New York office that more money will be spent in advertising Universal pictures during the next six months than was ever spent in a similar period before.

Universal has always been one of the big advertising spenders of the industry and this announcement has considerable significance.

Lichtman May Succeed Morris

New York.—There is a rumor going the rounds of Broadway that Al Lichtman, United Artists sales head, will succeed Sam Morris as sales manager of Warner-First National.

The change is supposed to be made January 1, with Lichtman getting a five-year contract.

•

Fox Theatres To Meet Tuesday

New York.—All Eastern executives of Fox theatres, together with the division managers and managers of the deluxe houses, will meet Tuesday at the N. Y. Athletic Club for two days.

Harley L. Clarke will address the meeting, with Harry Arthur in charge.

•

Two Pathes On B'Way Next Week

New York.—Pathe will uncover two new pictures on Broadway for the week starting November 21.

"Sin Takes a Holiday" will be shown at the Mayfair, and "Her Man" will go into the Globe.

U. A. TO BUY OR BUILD 13 HOUSES ON PACIFIC COAST

With $3,500,000 cash on hand to carry out their plans of building and buying thirteen theatres on the Pacific Coast, United Artists will start at once on the first house, to be located in Santa Ana.

The next six will all be located in the Los Angeles zone, and the others will be in San Francisco, Oakland, Seattle, Portland, Sacramento, and Tucson, Arizona.

It is understood that practically all the locations have not only been selected, but have been either bought or optioned, so that there will be little delay in the start of building operations.

This ambitious program is, of course, one of the results of the battle between United Artists and Fox West Coast, the producing company having declared that no United Artists' picture shall play a Fox West Coast house.

C. B. DeMille Under Knife

Cecil B. DeMille was hurried to the Cedars of Lebanon Hospital yesterday afternoon for an urgent operation for appendicitis. Drs. Kahn and Fricke operated and Mr. DeMille was reported as comfortable last night.

•

Lukas To Be Starred

Paul Lukas is to be a star. Paramount will advance him to this honor in a forthcoming picture, "Girls About Town," which, it is understood, is the new title for "Buy Your Woman." Kay Francis has the female lead.

•

Fox House in Westwood

A new Fox theatre is to be built in Westwood Hills. It will cost around $300,000 and construction will be started next week. The house will seat 1500.

CHARLES GEORGE SAXTON — STORIES and DIALOGUE FOR RADIO PICTURES

THE REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Having advertised the appearance of Warner Baxter and Myrna Loy for last Thursday night at the Loew's State theatre in connection with "Renegades," the theatre was put to a great loss in having to tell the patrons that these artists would not appear. It seems that the Fox studio flopped on its promise to deliver the players ,as someone "forgot" to get in touch with the artists and inform them of their scheduled appearance.

●

Someone in the Radio organization slipped up on the proposed production of legitimate plays in Los Angeles, with the intent of acquiring the picture rights to them after giving them a L. A. showing, for the reason that the Authors' League has an agreement with the Producers' organization which states that the producer is not entitled to 50 per cent of the picture rights of a play unless said play has been given three weeks of continuous performances in New York or 75 performances on the road.

●

Funny stories about an ex-star and songbird, now the wife of a millionaire, are numerous. Among them is the one about the time her then doting fiancee sent her three fur wraps, ermine, sable and chinchilla, to make a selection for a birthday gift. And—as he put it at the time, "the CUTE LITTLE THING kept all THREE of them!"

●

Dancing around at a huge party the other evening, a Fox star was severely bumped. Looking around to see who had kicked him, he remarked to his partner: "Must be an executive—he's exactly five feet high!"

●

A company on location up in the Indian country had plenty of hard luck in trying to get the material they went after, all because the troupe insisted on buying all the firewater the Indians could gather, and firewater is not very good for a troupe of Hollywood actors.

Newark and Portland, Me.

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEWARK, N. J.

"PLAYBOY OF PARIS"

Newark Theatre

Star-Eagle: As light as can be imagined, but those who like Chevalier—and who does not?—will enjoy it.

Sunday Call: For light entertainment and fun it's a great picture.

"CHECK AND DOUBLE CHECK"

Proctor's Theatre

Sunday Call: Amos 'n' Andy are good. The rest is . . . By all means go yourself and see how you like it.

"ONE NIGHT AT SUSIE'S"

Branford Theatre

Sunday Call: Slightly different picture which wins approval for its touch of originality and the work of the principal players.

Ledger: Dramatic picture tha tgoes off the beaten path and, as a result, is an interesting and convincing photoplay.

Star-Eagle: There isn't much to enthuse about in this underworld melodrama.

"A SOLDIER'S PLAYTHING"

Mosque Theatre

Ledger: Dramatic picture that goes off the beaten path and, as a result, is it immensely.

Star-Eagle: A fairly interesting picture which has its moments. A couple of good laughs.

PORTLAND, ME.

"FOR THE LOVE O' LIL"

State Theatre

Evening Express: Far more entertaining than many of the super-productions.

"HER MAN"

Keith's Theatre

Evening Express: It will thrill and delight you.

Sunday Press: Will be received with open arms by picture show people evreywhere.

"MEN OF THE NORTH"

Strand Theatre

Sunday Press: Only Gilbert Roland's natural ability to act, plus a certain amount of suspense, save this from becoming an utter bore.

"OLD ENGLISH"

Empire Theatre

Sunday Press: Not only a great picture, but Arliss' best work since he went to Hollywood.

"THE OFFICE WIFE"

Empire Theatre

Sunday Press: Fine entertainment.

Hayes Will Direct Para. Foreign Shorts

New York.—Max Hayes will direct 26 bi-lingual shorts for Paramount release, in the French studio at Joinville.

●

Miss Starke Sues Cruze

Pauline Starke has brought suit against James Cruze and Henry Meyer for $6,050 damages, alleging that she was engaged for "The Great Gabbo," interrupted a trip East to take the job and then, four days later, was replaced by another actress.

New Air System for Small Theatres

Chicago—A new air system for small theatres will soon be put on the market by the newly organized Carrier Engineering Corp., which recently merged with fifteen other heating and ventilating companies.

●

Joyce Murray Ill

Joyce Murray, contract feature player for MGM, is in the Hollywood hospital, where she was operated on yesterday for appendicitis.

Garson Due Soon With Borneo Film

Harry Garson and his company of players and technicians, who have been in Borneo for the past eight months, will arrive in Seattle, November 17, and then proceed to Universal City, where the finishing touches to the picture will be made under the supervision of Arthur Ungar.

The company spent five months in the jungles of the Malay Federated states to procure the atmospheric scenes, and travelled over 25,000 miles. The picture will be released under the title of "The White Captive."

●

Writers and Wampas in Get-together Meeting

The first joint meeting of the Writers' Club and the Wampas will take place at the Writers' Club next Wednesday night to celebrate the merging of two societies.

The deal to merge the organizations was consummated two weeks ago, after several months of negotiating. The Wampas needed the Writers' Club more than Writers needed them, as the arrangement affords the Wampas members a permanent clubhouse and a place to stage their meetings. Rupert Hughes will be speaker of the joint meeting.

●

Matinees at Nickel; Small Exhibs. Kick

Dettroit — Exhibitors throughout Michigan are kicking about the practice of some of the large circuits in running Saturday morning shows for kids with but a nickel charge for admission.

The exhibitors have filed a complaint with the board of trade, stating that their contracts with distributors insist they charge not less than 10 cents for an admission, and they want to know how the big circuits can get away with this.

●

Catholic Guild to Meet

The Catholic Motion Picture Guild will meet Monday night at the Hollywood Columbus Club, 1441 North McCadden Place. President James Ryan will preside, and Vice-President Johnny Hines will introduce the entertainers, who will include "Skeets" Gallagher, Vernon Rickard, Elinor Flynn, the Hickman Brothers, Eddie Hennessy, little Jane Slater, and Estelle Wills.

●

Crawford in 'Torch Song'

Joan Crawford's next starring picture for MGM will be "The Torch Song," which is now being adapted to the screen by Bess Meredyth. No director has been assigned.

●

Jas. Seymour at Pathe

James Seymour has been assigned by Pathe to work on the screen treatment for Al Green's first picture. Title of the story has not yet been determined.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

COLUMBIA STUDIOS

With the completion of "Criminal Code" last week, this studio has but one feature in work and seven in preparation, with six in the cutting rooms in their final editing stages. These six are "Criminal Code," "Tol'able David," "Madonna of the Streets," "Roseland," "Charley's Aunt" and "The Dawn Trail."

Features in Work

"DIRIGIBLE"—Frank Capra directing. Cast: Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Harold Goodwin, Clarence Muse, Emmet Corrigan, Selmer Jackson, Al Roscoe. Jo Swerling dialog and continuity.

Features in Preparation

"ARIZONA"—"Play by Augustus Thomas. Victor Fleming will direct.
"THE LAST PARADE"—Original story by Casey Robinson. Continuity and dialog, Dorothy Howell. Erle C. Kenton to direct.
"THE MIRACLE WOMAN"—From the play "Bless You, Sister." Adaptation and continuity, Jo Swerling. Featuring Barbara Stanwyck. Frank Capra to direct.
"THE FLOOD"—John T. Neville preparing story.
"FIFTY FATHOMS DEEP."
"VENGEANCE" (Temporary Title)—Story by Louis King and Stuart Anthony. Buck Jones featured. Louis King will direct.
"SUBWAY EXPRESS"—From the New York stage hit. Fred Newmeyer will direct. Jack Holt featured.

Features In Final Editing Stages

"TOL'ABLE DAVID"—John Blystone, director. Cast: Richard Cromwell, Joan Peers, Helen Ware, Edmund Breese, Henry B. Walthall, Noah Beery, Barbara Bedford, George Duryea, Peter Richmond, Harlan E. Knight, James Bradbury, Sr., Richard Carlyle. Adaptation and continuity, Benjamin Glazer.
"MADONNA OF THE STREETS"—Director, John Robertson. Cast: Evelyn Brent, Robert Ames, Ivan Linow, Josephine Dunn, Richard Tucker, Albert Gran, J. Edwards Davis, Jule Power, Zack Williams. Adaptation and continuity, Jo Swerling.
"ROSELAND" (Temporary Title)—Director, Lionel Barrymore. Cast: Barbara Stanwyck, Ricardo Cortez, Monroe Owsley, Sally Blane, Blanche Frederici, Phyllis Crane, Harry Todd, Olive Tell, Victor Potel, Sydney Bracey, Aggie Herring, Martha Sleeper, David Newell. Story, adaptation and continuity, Jo Swerling.
"CHARLEY'S AUNT"—Director, Al Christie. Cast: Charles Ruggles, June Collyer, Doris Lloyd, Halliwell Hobbs, Hugh Williams, Flora Sheffield, Flora Le Breton, Rodney McLennan, Phillips Smalley, Wilson Benge. Adaptation and continuity, F. McGrew Willis.
"THE DAWN TRAIL"—Director, Christy Cabanne. Cast: Buck Jones, Miriam Seegar, Erville Alderson, Ed. Le Saint, Hank Mann, Vesper Pegg, Inez Gomez, Slim Whittaker, Chas. Martin, Chas. Brinley, Robert Fleming, Bob Burns. Story, Forrest Sheldon. Adaptation and continuity, John T. Neville.
"THE CRIMINAL CODE"—Howard Hawks directing. Cast: Walter Huston, Phillips Holmes, Constance Cummings, Boris Karloff, Mary Doran, Arthur Hoyt, Ethel Wales, Clark Marshall, Paul Porcasi, De Witt Jennings, John St. Polis, John Sheehan, Otto Hoffman, Russell Hopton. Adaptation, Fred Niblo, Jr.

Summary of Production Activity

Studio—	Features Working	Shorts Working	Total Units Working	Preparing Features	Preparing Shorts
Chaplin	1	0	1	0	0
Cinephone	0	2	2	2	0
Columbia	1	0	1	0	0
Darmour	1	1	2	1	1
Educational	1	0	1	1	0
First National	2	0	2	16	0
Fox	3	0	3	8	0
Metro-Golden-Mayer	10	0	10	6	0
Metropolitan	0	2	2	5	4
Paramount	4	0	4	1	0
Pathe	0	0	0	1	2
Radio-Keith-Orpheum	3	2	5	4	2
Roach	0	2	2	0	1
Sennett	0	1	1	0	1
Tec-Art	0	3	3	2	2
Tiffany	1	1	2	3	2
United Artists	2	0	2	3	0
Universal	3	2	5	5	2
Warner	0	0	0	0	0

If Sunday Golf Legal, Why Not Theatres?

Brattleboro, Vt.—The Strand in this town is opening next Sunday, with the town officials enjoined from closing it on the basis that the "minnie" golf courses are not molested and the theatre should not be.

Nashua, New Hampshire, is doing the same thing.

•

Daylight Saving Fight Coming Soon in Penn.

Philadelphia.—Exhibitors throughout Pennsylvania are preparing themselves for a fight on the question of daylight saving that is soon to come up for vote.

•

Lee to Handle Liberty Productions Abroad

New York.—Arthur Lee has been given the foreign sales on Liberty Productions being made by M. H. Hoffman.

•

Phil Reisman Due

Phil Reisman, general sales manager of Universal, arrives in Hollywood today from San Francisco. Mr. Reisman has been general sales manager for three months and this is his first visit to Universal City. While here he will look over the new product and discuss future plans with Mr. Laemmle. From here he will make a tour of the exchanges.

Five Going Into Work At Darmour

Five productions will be in work at the Larry Darmour studios this month. Mickey (Himself) McGuire is completing "Mickey's Bargain," and will start on November 20 on "Mickey's Stampede." Albert Herman is the director.

Louise Fazenda, who has just returned to Hollywood, will make "Treat 'Em Rough," directed by Lewis Foster.

"Sea Devils," a story of ocean racketeers, is now in production under the direction of Joseph Levering. Molly O'Day, Edmund Burns and Walter Long are in the cast.

Later in the month the Iberia Productions will start the second of a series of Spanish talkies.

•

"Buddy" Rogers Will Have a New Director

Dan Venturini, for several years identified with the Paramount studios in the production of silent and foreign pictures, has been promoted to direct English versions.

His first assignment will be to handle the meg for the next "Buddy" Rogers picture, "It Pays to Advertise." Edwin Knopf will direct the dialog.

•

Tinling on "The Flood"

James Tinling has been assigned the direction of "The Flood," a Columbia picture. Fred Niblo, Jr., is doing the continuity and adaptation.

Leo McCarey

WILL DIRECT

The New

DeSylva, Brown & Henderson's

PICTURE

for

UNITED ARTISTS

(Under Contract to Fox)

THE Hollywood DAILY REPORTER

Vol. II, No. 3. Price 10c — TODAY'S FILM NEWS TODAY — Friday, November 14, 1930

TAX RULING IS A BLOW

TRADEVIEWS
by W. R. Wilkerson

THE chief function of any trade paper is to be of service to the members of the trade for which it is published. The chief duty of a daily trade publication is to serve news to its readers, without which it would not function very long.

On October 24 this publication ran a story that all Warner production would be moved to First National studios and that the Sunset Boulevard plant of Warners would only be used as a reserve plant, similar to the Vitagraph studios.

•

THE following morning we were bombarded with material, both verbal and via press copy from the Warner studio, making of us all kinds of liars. We received a personal statement from Mr. Jack Warner, emphatically denying our story and with a request that we give the same space to his denial that we had given the original story.

Jack Warner said: "Warner Bros. will continue to be operated separately and distinct from First National. Our Warner Bros. product will be made at the Sunset Boulevard studio, at Vitagraph studio, and the Warner ranch, just as in the past." Jack Warner knew at the time that this statement was not true but, disregarding this knowledge, he wanted us to deny it.

•

WE PASSED up the denial because we KNEW we were right.

On November 12, under a New York date line, a statement from Jack Warner was published, absolutely verifying our story of October 24.

Our point now is not to gloat over the printing of a piece of news that WAS news, but to inquire from Mr. Warner and others who make a practice of denying anything and everything, "Why do you do it?" Why not be on the level with publications, both in and out of the trade, that bend every effort to be of service to you? If we stumble over a story that might be embarassing to you in print and make an effort to check it with you, why not say, "the story is O.K., but it would not be to our advantage

(Continued on Page 2)

Somebody Likes Clara

Paramount has been approached by an Eastern outdoor advertising firm for permission to use the following poetical effusion in the interest of their clients. The ode reads:

Eeny Meeny
Miny Mo;
Want a face like
Clara Bow?
Use Zilch's Shaving
Cream.

Radio's $50,000 Cloudburst

With everything set for the filming of the land rush sequence in "Cimarron" at Bakersfield today, a cloudburst swept the area, with the result that production will have to be held up until the land dries out. Barring more rainfall, the company will earnings, yields almost 6 per cent, earns its dividends more than three times over, and yet loses strength in

(Continued on Page 3)

California Continues To Milk Pictures With A Double Tax For Scripts And Productions

The decision of Superior Judge Bowron in the suit brought by Universal to recover from the county taxes paid on scenarios is rather a blow to every company, because it means that these taxes will not be remitted, unless a higher court reverses Judge Bowron's ruling. That an appeal will be taken is certain. If necessary, the case will be carried to the U. S. Supreme Court.

Just how much money has been paid to the county in taxes on scenarios cannot be stated, but the amount cuts very little figure. Counsel for Universal contend that these scenarios should not be taxed at all, as they are the outgrowth, in most instances, of copyrighted material and as such are not subject to taxation, under a ruling handed down years ago by Chief Justice Marshall, of the U. S. Supreme Court.

Furthermore, it is the opinion of eminent legal minds that to tax the

(Continued on Page 2)

Geo. Eastman Offers $1,000,000 for Clinic

Rochester. — George Eastman has offered $1,000,000 for a children's throat and dental clinic for Paris.

N. Y. Theatres to Aid Unemployed

New York.—All the Broadway picture houses are going to give special midnight performances for the aid of the unemployed in Gotham.

The Capitol will be the first, with a show which will duplicate one of their deluxe performances, plus several big headliners from legitimate and vaudeville houses.

•

Columbia Signs Two Big Indie Chains

New York.—Columbia has signed contracts with Feiber & Shea and the Griffith Amusement Company, two big independent chains, for all feature and short product for the coming year.

•

To Drop "Ingagi" Suit

Counsel for Congo Pictures, Inc., producers of "Ingagi," yesterday asked dismissal of the suit for $3,365,000 against the National Better Business Bureau and the Hays organization..

•

New "Thief" for Doug.

It is rumored that Douglas Fairbanks plans to make a picture of the type of the "Thief of Bagdad" when he returns from his coming vacation.

•

Sennett Flying to N. Y.

Mack Sennett leaves for New York Saturday via Western Air Express. Will be gone two weeks.

WALL ST. NO LIKE PICS. SAG IN STRONG MARKET

New York.—Wall Street and financial institutions North, East, South and West, are a bit cautious regarding any further investments in picture stocks and brokers are advising their clients to sell at the first opportunity.

This condition was exemplified in yesterday's market, that was generally bullish. Every picture stock of any importance lost ground, with the exception of Paramount, which gained a point, but is still in the doldrums of the new lows it has been hitting with great regularity of late.

Fox lost ½ point, Loews 2, RKO ⅛ and Warner the same amount.

A tip-off to the general picture conditions with the traders is the action of Loew's in losing 2 points. Here is a stock that is selling at a little over five times its per share

(Continued on Page 3)

Express Co. to Discuss Rate Cut on Pictures

New York—Officials of the American Railway Express Company will meet with representatives of the motion picture industry in Will Hays' office next Wednesday for the purpose of listening to a request for the reduction of express rates on film shipments.

The industry is going to ask for a 50 to 75 percent reduction.

•

Garbo in "Susan Lennox"

The next MGM picture for Greta Garbo will be "The Rise and Fall of Susan Lennox," written by David Graham Phillips. King Vidor will be the director.

SIG SCHLAGER CAMPAIGNS SUCCEED

Address Inquiries care "Reporter"

Selects Writers For Suitability

Al Lewis, who was transferred from New York to take charge of the Fox scenario department, has been making a study of his writers with a view to assigning stories to those best fitted to do them, instead of trying eight or ten on the same story.

As an example, Harvey Ferguson, authority on the Southwest, will write the story of "The Cisco Kid." Harry Delf and Sonya Levien, who specialize in homely characters, will do "Honest John" for El Brendel.

The whole Fox writing staff is very busy. Maurine Watkins has completed "Doctors' Wives," and Barry Connors and Philip Klein are working on "Charlie Chan Carries On." The Gershwins and Guy Boltons are at work on "Sky Line," a musical; Howard Green is adapting "The Painted Woman"; Jules Furthman will do "The Spider"; Edwin Burke is working on "Axelle," and Leon Gordon is preparing the script for "All Women Are Bad."

•

Technicolor Men To Get Public Point

New York—The Technicolor company is sending out a crew of field men to get the public reaction to color in films. These men will contact papers, etc., with material beneficial to color.

•

David Howard Directs "Big Trail" in Spanish

David Howard has been assigned by Fox to direct the Spanish version of "Big Trail," with George Lewis and Carmen Guerrio in the principal roles.

This will be followed by the French, German and Italian versions, with a change of cast in each version.

•

Warner Savings to be Used For Theatres

New York.—The money saved by the consolidation of Warner-First National is to be set aside for the buying and building of theatre properties throughout the United States and Europe.

•

Dietrich to Germany For the Holidays

Marlene Dietrich will sail to Germany December 2, to spend Christmas with her family.

•

George Weeks Coming

New York.—George Weeks will leave Sunday for Hollywood to start production on a series of Sono-Art pictures for the independent market.

•

Picture Stocks Sag

(Continued from Page 1)

uals attributed this to the fight Fox has on with United Artists, but that a fairly strong market. Some individ- has nothing to do with it.

One big trader says "the storm cloud is about ready to break in the motion picture industry and when it does there will be a cloudburst that will wash out most of those sitting on top at the present time."

Syracuse, St. Paul and St. Petersburg

Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

SYRACUSE, N. Y.

"DOORWAY TO HELL"

Strand Theatre

Journal: Underworld well illustrated, and it is mostly a shaved underworld at that.

Herald: All very much the usual hokum, but good entertainment if you life yours with blood and thunder.

"ABRAHAM LINCOLN"

Loew's State Theatre

Post-Standard: Syracuse is indeed lucky to be able to see this picture so soon after its release.

American: It is unforgettable screen drama.

"THE SILVER HORDE"

Keith's Theatre

American: A drama really educational.

Post-Standard: Not up to the standard set by the vaudeville show, but it is not so bad.

"THE BIG TRAIL"

Fox-Eckel Theatre

Post-Standard: Romance, danger, comedy, revenge, hatred are all included in this epic. One of the best.

American: It is stupendous in its proportions, colorful in background, studious in the matter of types, not without its fine romance and all around entertainment.

"LAST OF THE LONE WOLF"

Empire Theatre

Post-Standard: Tale of intrigue in royal circles.

"FEET FIRST"

Paramount Theatre

Herald: An all-wool and a yard-wide Lloyd comedy. It is perhaps the talking screen's outstanding funfest.

ST. PAUL

"LAUGHTER"

Paramount Theatre

Daily News: Decidedly one of the high points of the season. A great picture.

"MOBY DICK"

Riviera Theatre

Daily News: The latest narration of this story is a good one.

"EAST IS WEST"

Palace-Orpheum Theatre

Daily News: Better in its new screen version than it was on the stage.

"EYES OF THE WORLD"

Tower Theatre

Daily News: An admirer of Harold Bell Wright might be fond of this picture, but more likely he would not.

ST. PETERSBURG, FLA.

"WHAT A WIDOW"

Pheil Theatre

Independent: Thoroughly modernistic play, could not help but be a bit unusual.

"RAFFLES"

Alcazar Theatre

Independent: It is an intensely interesting and entertaining production.

"PLAYBOY OF PARIS"

Pheil Theatre

Independent: It is painful to see Chevalier struggle to put over that which is not possible.

Great Teasers By W. C. on Dietrich

The Fox West Coast Chinese Theatre is soon to present Paramount's "Morocco." The female star of the picture is Marlene Dietrich.

Feeling that the public should be given a quick introduction to the Dietrich name, Frank Whitbeck, of West Coast, has devised a series of 24 sheets that spell box office and form a great introduction for this new bet.

The sheets are devoted almost entirely to the name of Marlene Dietrich, with a small catchline running on the margin of the sheet. One reads, "She is all of the best and yet just herself." Another reads, "There is no other woman like her in the world." A different line on almost every sheet.

•

Radio Pictures Take John Darrow for 5 Years

Radio has signed John Darrow to a five-year optional contract, beginning on or before December 3.

The options are renewable every six months for the first two years, and yearly thereafter. The deal was consummated by the Weber office.

•

Carroll Picture Starts

New York.—Production on "Stolen Heaven," starring Nancy Carroll, has been started at the Paramount Eastern studio.

•

Rain Costs Radio $50,000

(Continued from Page 1)

be able to shoot tomorrow.

The estimate of $50,000 loss is based on the fact that the company sent 376 carloads of equipment, carrying all types of wagons, buggies and more than 1,800 head of horses, with 2,000 extras to the location point, 40 miles north of Bakersfield. In addition to this, the company drafted every available horse in the vicinity and the men to ride them in what is expected to be one of the most spectacular scenes ever screened.

In addition to the scores of technicians and assistant directors sent from here to handle the mob, there will be 28 cameras focussed on the scene from dugouts and on parallels, with a score or more of still cameramen to gather any action stills possible.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE
R-K-O

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

THE REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Hollywood Portrait No. 6.—From the time she played her first part she was conceded to be one of the screen's best actresses. She has never given a poor performance. She has played all kinds of roles. She has been within an inch of stardom without achieving it. She is the soul of sincerity and kindness. She has a passionate love of life. Her emotions have misused her. Her good nature has been imposed upon from studio heads to her closest "friends" and advisors. She has never put herself forward enough. She has foolishly shunned publicity. Very few really know her. She has been married twice. Working in a picture while she was ill and refusing to quit until it was finished, broke her health. She has a tremendous fan following. She will be back. And how!

●

This gal, Constance Bennett, in addition to being one of the glamorous figures of motion pictures, is also a great drawing card. Publix booked her latest picture, "Sin Takes A Holiday," on her name alone, almost at the same time production on the picture was started. The picture will be shown in Publix houses in towns that have no RKO theatres, the RKO circuits having first booking rights.

●

A Hollywood director, making a picture on the cuff, discovered he would have to retake a bedroom scene wherein the leading man's false teeth recorded in the completed film like the staccato of machine guns. He at first blamed it on the recording, but, finding the fault lay with the actor, he decided to hire an orchestra to play soft music to overcome the defect.

●

One of New York's successful writers is having quite a success in Hollywood. He has had four options taken up and accounts for this great fortune by the fact that, when option time approaches, he throws a party for the execs of his studio—the next morning his option is taken up. Smart fellow.

JACK OAKIE'S 'SEA LEGS' FAIL TO HOLD HIM UP

"SEA LEGS"
Paramount

Direction ..... Victor Heerman
Photography ..... Allen Siegler
Story and Dialog ..George Marion, Jr.
Adaptation ..... Marion Dix
Film Editor ..... Doris Drought
Starring ..... Jack Oakie
Cast: Lillian Roth, Eugene Pallette, Harry Green, Albert Conti, Jean Del Val, Charles Sellon, Andre Cheron, Tom Ricketts.

A couple more like "Sea Legs" and the dear public will say "Adios" to poor Jack Oakie. The picture will undoubtedly be a disappointment to the great number of fans that this boy has well earned for himself. His personality and ability have practically no chance to register in this one, which, as a comedy, falls far short of the mark.

The story concerns "Searchlight" Doyle, who has been unwittingly bribed into taking another's place for a year in the navy of a small republic off the coast of Turkey. The man whom he is impersonating, though so far unseen, is already unpopular as a slacker, and therefore Oakie does not find things pleasant. By spreading the news that he is a young millionaire and winning the Captain's daughter, however, things get better for him, and after three reels of aimless wandering around decks, inspections, and treating the sailors to pastry in port, he wins the admiration of the grandfather of the boy he is impersonating and becomes his "grandson."

There are long, dull stretches between gags that are anything but side-splitting. With the exception of the scene wherein the entire crew takes to the water to save the Captain (which really was funny) the gags are a re-hash of situations made famous by Laurel and Hardy. The titles and dialogue by George Marion, Jr., are a flat disappointment, coming from one who has furnished so many laughs in the past. Oakie is burdened with the dullest role of his happy career. He is not characterized at all and does as well as he can with a part that is neither "fish, flesh nor fowl."

Even with the dearth of material, Harry Green managed to be terribly funny. Given another hundred feet of film, the picture would have been his completely. Eugene Pallette and Albert Conti were very good—the remainder of the cast inconsequential. Photography by Allen Siegler exceptionally good.

The picture should get some healthy doctoring or be shelved completely. It is not funny. Nor is it funny to note that Oakie is being rushed into anything at all, regardless of story material, merely because of his popularity. Such methods have ruined many stars. Neither exhibitors nor Oakie's next picture will gain anything on the strength, or rather weakness of "Sea Legs."

●

No Returns of Taxes

(Continued from Page 1)

scenario, as the county does, and then to tax the finished picture, as the State does with the franchise tax, is double taxation. The State franchise tax is levied on finished pictures, the negatives of which are in the state on the first Monday in March.

The office of the County Counsel is happy over having won the decision because it was deemed certain that, if the ruling had been made in favor of Universal, not only would large sums of money have been paid back to the picture companies, but suits would have been instituted to recover taxes paid on finished pictures, these suits being based on the same contentions as in the scenario case.

The suit decided by Judge Bowron was one of several filed by Universal. That company has paid these taxes under protest each year and, under the law, was obliged to file suit for their recovery with each protest.

Apparently no other company filed suit, although all were in exactly the same position as Universal. They seem to have been content to let Universal fight the test case, as the decision covers all of them.

Conn. Exhibitors Want Tax Rescinded

New Haven.—Connecticut exhibitors are going to make a plea to the State for the rescinding of the State amusement tax, giving as their reason that business is so bad that theatres are closing and the saving of this tax will save many houses.

●

Jack Warner Here Next Wednesday

New York.—Jack Warner is leaving Sunday for Hollywood. Immediately on his arrival plans will be rushed for the early production of Warner-First National pictures.

●

Roxy to Preview Fox Productions

New York.—Starting next week, the Roxy will give a midnight preview of coming Fox attractions. Other Broadway houses have been doing this for some time.

●

Flora Sheffield in "East Lynne" at Fox

Flora Sheffield, recently brought on from the New York stage, will have her second role in the Fox production of "East Lynne." Her first was in "Charley's Aunt."

●

Vaud for Fox N.Y. House

New York.—Eight Fox houses that have been without vaudeville owing to union differences, will resume with six acts. All questions with stage hands and musicians have been settled.

●

Para. to Make 17 in East

New York.—The Long Island studio of Paramount will make 17 pictures between now and the first of next September.

St. Paul Houses Have Dull Week

St. Paul.—The past week has been an extremely dull one in the local theatres. "Laughter" at the Paramount drew only fair crowds. There seemed to be some difficulty on the part of the public in accepting Nancy Carroll in a dramatic role after her former ones.

At the Orpheum "East is West" didn't do so very well. What business there was the vaudeville bill pulled in. "Moby Dick" at the Riviera died. "Eyes of the World" at the Tower did not do even average business, the names in the cast meaning little here.

●

Chevalier and Colman Big in St. Petersburg

St. Petersburg, Fla.—Chevalier in "Playboy of Paris" and Ronald Colman in "Raffles" led at the box-office here this week, each star drawing better than average crowds. Chevalier started off with a bang at the Pheil. "Raffles" had never been here before and did good business for three days.

First run pictures set in here in the coming week are: Pheil—"Laughter" for two days, "Dixiana" for two days, and "Moby Dick" for three days. Alcazar—"Heads Up" for two days and "Men of the North."

●

Earl St. John Gets Para. European Job

New York.—Earl St. John has been appointed theatre head for all the Paramount-Publix houses in Europe. At the present time, there are 25 houses carrying the Publix banner throughout Europe, eight of which are in England, with four more about set for the British Isles.

●

Sheehan East Soon

It is understood that Winfield R. Sheehan has been summoned to New York for a production conference at a very early date.

●

Louise Dresser Ill

Louise Dresser, wife of Jack Gardner, casting director at Fox, is confined to her home with a bad cold.

●

Tom Engler to N. Y.

Tom Engler, free lance press agent, is en route to New York, via motor, to visit his mother, who is quite ill.

●

Tradeviews

(Continued from Page 1)

to have you print it at this time because of so-and-so?" There is not a publisher in the picture business who would not respect your wishes, if these wishes had the least foundation.

●

A TRADE paper has no desire at any time to do injury to a member of the trade, but injuries are done for the simple reason that some heads insist on trying to sidetrack a story when it would be far better for everyone concerned if they would come clean and request, for the good of conditions at the time, that the yarn be held up until the things are effected that might be injured by its premature publication.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

PATHE STUDIOS

With the exception of making retakes for "Painted Desert," this studio continues to be inactive. It has been three weeks since any feature productions or shorts have been in work. However, this idleness is due to end within the next ten days, with one feature and two shorts ready to start at any time.

Pictures in Preparation

"LONELY WIVES"—Taken from a New York play by Walter DeLeon, with Russell Mack slated to direct. It will have an all-star cast and the work of finding that cast is now going on.

"HAROLD WANTS TO SEE THE INDIANS"—Is the name of the next two reel comedy to go into production, with Ralph Cedar directing. Daphne Pollard will be starred. Story is by Paul Girard Smith.

"THREE WISE CLUCKS"—Based on a story by Joseph V. Jefferson, will be the next short, with Wallace Fox to direct. No cast as yet.

TEC-ART STUDIOS

This studio, leasing to independent producers, has three short subjects in work and two feature productions in final preparation.

Pictures in Work

"VOICE OF HOLLYWOOD"—Series with Louis Lewyn directing.

"MICKEY MOUSE"—Series, being produced by the Disney Bros.

"VAGABOND ADVENTURE"—Series, being produced by Tom Terriss, with Elmer Clifton directing.

Pictures in Preparation

"GOLD DIGGERS OF HOLLYWOOD"—An original by Ida May Park, to be produced by Willis Kent. Will feature Phyllis Barrington and Donald Reed.

"SHEER LUCK"—One of the first of a series of adventure Westerns, to be produced by Bruce Mitchell for Syndicate release.

CINEPHONE STUDIOS

This is another leasing studio that is working around normal with two short subjects in work and two features in final preparation.

Pictures in Work

"HER BRIDAL NIGHT"—Being produced as a two-reel subject by Gilian and Reed from a vaudeville sketch by Sidney Lazarus, with the latter directing. Subject co-features Cornelius Keefe and Zoila Conan.

"INDORSEMENT SERIES"—Being produced as advertising novelties by the Alexander Advertising corporation.

Pictures in Preparation

HARRY WEBB—Is preparing to make another five-reel Western, with Buffalo Bill, Jr. and Allene Ray co-featured.

"WILDWEST WHOOPEE"—Starring Jack Perrin, is now in preparation, with Jack Horner slated as producer and director.

Composers at MGM Awaiting Adjustment

Unable to come to any agreement for the abrogation of their contracts with MGM, Joe Meyer and Harry Wood, composers, are sitting tight and reporting to the studio at nine in the morning, keeping the chairs warm until five at night. Both boys have several months to go on their contracts.

Martin Broones, general director of all music at MGM, agreed to an adjustment of his contract by having his duties shifted to the production end of pictures. He will be groomed for directorship or production supervisor.

Radio Drops Mason, Seeks Another House

Convinced that the Mason theatre is a jinx legit house, Radio has abandoned its lease on that theatre, after forcing the run of its legit play, "Women Who Take," for two weeks.

The studio is now angling for the lease of several other available theatres around town for the continuance of its policy of legit show production. When the right house can be obtained, it will immediately place in rehearsal "The Next Lady," an original play by Martha Stanley. Following this, Bernard Shubert's play, "Fish Gotta Swim," will go into rehearsal.

Two Composers Are Held by Para.

Paramount, like the rest of the major producing organizations, will have but two composers remaining on its staff after December 10. Composers released this week, with options up on their contracts, are Dick Whiting and Franke Harling.

Whiting leaves for New York Saturday to join one of the stage producers seeking his services to write music for a show. Leo Robin, his partner, will remain on the coast until the early part of December, when he too will trek to New York.

The two composers left will be Sam Coslow, who has a long term contract by virtue of a deal he made at the time of signing to take over the Spier and Coslow music publishing company, and Jack King.

Scenarios Are Taxable

(Continued from Page 1)

sal scenarios at $46,880. Universal contended that, if the scenarios were taxable at all, it would be in New York and not here. Judge Bowron ruled that the scenarios represent work actually done in California, work consisting of arranging a story for the screen as distinguished from the legal right to produce a story, based on a copyrighted story.

Many other concerns are said to have been paying such taxes under protest, awaiting the outcome of this suit.

N. Y. Music Leaders

Following is a list of the 12 best sellers in sheet music for the New York district, as reported by the Plaza Music company for the week ended November 8:

"Little White Lies," Donaldson.
"Betty Co-ed," Carl Fisher.
"Springtime in the Rockies," Villa Moret.
"Go Home and Tell Your Mother," ("Love in the Rough"), Robbins.
"When the Organ Played At Twilight," Santly.
"I'll Be Blue Just Thinking Of You," Feist.
"Kiss Waltz," ("Dancing Sweeties"), Witmark.
"If I Could Be With You," ("One Hour Tonight"), Remick.
"I'm Yours," Famous.
"Three Little Words," ("Check and Double Check") Harms.
"Body and Soul," ("Three's a Crowd"), Harms.
"Here Comes the Sun," Robbins.

Spanish Picture Big

"Asi Es La Vida," the second Spanish production made by Jose Bohr for Sono-Art, has broken all house records at the Odeon theatre in Sao Paula, Brazil. The Odeon is the largest theatre in Brazil, with a seating capacity of 6,500.

THE Hollywood REPORTER
TODAYS FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

------Use This Blank and Mail to-------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....
Address.....
City.....
Occupation.....

THE REPORTER DAILY
Everything But Rumor

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by w. r. wilkerson

THE merging of all forces going into the production and distribution of Warner and First National pictures is one of the bright spots of the day's news and one of the brightest that has happened in several months. With the consolidation of these two companies,—their production, sales, publicity and advertising—several millions of dollars will be saved each year, and there will be a concentrated effort by the one organization in the making, advertising, publicizing and selling pictures with the Warner-First National trade mark (or a trade mark that will carry the identity of both but with a single name), that should prove more than satisfactory.

●

WHAT pictures require most today is conservation; a conservation that will do away with all the wild and foolish spending of by-gone days. Every dollar spent should show either on the screen, in the exchanges or in the theatre.

In no manner do we advocate cheap production, cheap selling, or the cutting of expense in the running of a theatre that would have the opposite effect. We do advocate the doing away with all waste, for not only does it use up good American dollars, but it has a tendency to slow up effort all around.

●

THE determination of Metro-Goldwyn-Mayer to make all product for foreign distribution in its studios in Hollywood seems to be the least of many evils in trying to bring back some of the foreign money that has been slipping through the hands of American producing and distributing organizations.

MGM is one of the big organizations which has quite an overhead in foreign fields in offices and the proper men to run them. The company has to give this organization something to keep it going, even if this procedure is at a loss. As a consequence, it probably feels it can make pictures here for foreign distribution for less money and make them better than in Paris, London, Berlin or other spots; and ,until some better formula is unearthed, that will prove better.

NEW YORK CITY
Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"A LADY'S MORALS"
Capitol Theatre

Telegram: Although it isn't all that it might be, it is worth while because of Miss Moore's presence.

Post: On the whole, it is well directed and pictorially beautiful. In spite of its shortcomings, it would seem to justify Miss Moore's trip to Hollywood.

Herald-Tribune: So-So, despite its occasional virtues.

News: Three-star entertainment.

Times: Miss Moore is a genuine asset to vocalized films.

American: A sweet and gentle love tale. Miss Moore is a bright new star.

World: Enough of the dignity and beauty of Miss Grace Moore, both visually and vocally, have been captured to make the film richly worth traveling to see.

Evening World: A story which was not manipulated as well as it might have been and some faulty recording make of Grace Moore's talking screen debut an indifferent event.

Sun: Catches no more glamour, no more back-stage romance and ecstasy than would a literal scenario of the career in life and love of Miss Marion Talley.

Journal: Excellent entertainment and decidedly one of the best singing pictures yet filmed.

"LIFE OF THE PARTY"
Winter Garden

Post: A breathless and pleasantly insane whirligig.

American: A scream. Sledge-hammer humor is the order of the day.

News: It's a laugh-getter, just as snappy and happy as they make talkomedies these days.

Telegram: It has its moments, but they aren't very frequent.

Times: It's a bright and merry production.

Herald-Tribune: A highly amusing and entertaining picture.

Sun: Represents only stereotyped competence.

"RENEGADES"
Roxy Theatre

Sun: The result is noisy, exceedingly cinematic, picturesque looking, but, on the whole, rather cumbersome as melodrama.

Telegram: It is pretty good fun. Never for a moment intended to be taken seriously.

Herald-Tribune: A sort of road company of "Beau Geste." Pretty childish, but in an embarrassing way it does manage to be entertaining melodrama.

News: Just too bitter—with no human touches to relieve it.

American: This time the Foreign Legion must share the blame for an utterly implausible melodrama.

Journal: Unintentionally, almost a satire on similar themes.

Post: Fairly exciting.

Times: Muddled and tedious offering.

"THE CAT CREPES"
Globe Theatre

News: Misses out considerably in comparison with the former silent vehicle.

Times: Not noticeably better or worse than its silent predecessor.

American: A pretty bedraggled feline. The creaky vehicle is played and presented as straight melodrama.

Telegram: Of the three versions, this is the least satisfactory. As light mystery entertainment it is passable.

Herald-Tribune: By far the worst of the series.

Al Rockett Busy Man

Al Rockett, associate producer at Fox, has been assigned the supervision of four productions. They are "East Lynne," "The Painted Woman," "This Modern World" and "Three Girls Lost."

Johnny Miles at Radio

After completing the handling of the Daylight Saving exploitation campaign, John P. Miles has been added to the publicity department at Radio studios.

Jolson-Cantor At 60 Cents Top

Al Jolson and Eddie Cantor made a joint personal appearance at the Garfield theatre, Alhambra, an 1100-seat house with a 60-cent top admission price, in connection with the showing of the United Artists picture, "Whoopee," in which Cantor is the star. The house did a little better than $1000 for two shows. (Broadway please copy.)

Al and Eddie had the honor of being the opening guns in the battle of the United Artists against Fox West Coast. This fight is being waged because U. A. will not play any of their pictures at West Coast houses, alleging that West Coast will not pay enough.

Both Cantor and Jolson spoke of the trouble, although Dana Hayes, manager of the Garfield, had previously said he would not permit them to do so. Both the stars took occasion to thank "the people of Pasadena" who had come down to Alhambra to see the picture, which was barred from Pasadena by Fox control. The percentage of Pasadenans in the audience could not be determined, but the Garfield management said the audience looked like the regular patrons. Eddie told some stories and Al sang two songs.

●

Colleen Moore Closes

New York.—Colleen Moore's show has closed and she is returning to Hollywood for a rest. The Barney Glazer opus for Miss Moore was not right for this star, as the character pictured her as a questionable lady in the first part of the play, and Miss Moore's fans could not see that.

●

Saxton Finishes Play

Charles George Saxton, story and dialog writer at Radio studios, has just completed a play which his agents are trying to place with some New York stage producer.

The title of the play is being kept a secret, as it would be a clear tip-off on its plot and theme.

●

Berger An Author

Ludwig Berger, the director, who has just completed his contract with Paramount, has finished a book called "C Major," which is to be published in German. It is a treatise on modern life, dealing with both Europe and America.

●

Swanson Stops Picture

(Continued from Page 1)

which Miss Swanson has had for some time. The story is by Lucia Brander and the screen version by Elliott Clausan. Tay Garnett was engaged as director.

Such members of the technical staff, props, grips, electricians and directorial force, as had been engaged, have been laid off until the new date is decided. Victor Varconi and Paul Cavanagh, who had been tentatively announced for the cast, are simply kept on call.

No writers have been named as having been engaged to do the new version of the story.

THE Hollywood DAILY REPORTER

Vol. II, No. 2. Price 10c — TODAY'S FILM NEWS TODAY — Thursday, November 13, 1930

CONSOLIDATED BUYS

Adds To Tremendous Holdings With $5,000-000 Purchase Of The American Record Company

New York.—The Consolidated Film Industries has purchased the controlling interest in the American Record Company, manufacturers of almost all the independent records that are made. The deal involved a sum in excess of $5,000,000, most of which was paid in stock of Consolidated.

The American Record business sold $26,000,000 worth of records last year, most of them via chain stores. It did some manufacturing of wax records for pictures and the records used in radio broadcasting. It did the largest business of all record companies, Brunswick coming next with $18,000,000.

With this new purchase, Consolidated enters a new field and adds a business to its more than 35 others. It owns the Liberty Bank in New York; the Setay Investment and Setay Realty Company; it manufacturers 85 per cent of all the lobby photos that are in use today, with its control of Elko-Wyanof Publishing Co. and the Combined Photo Industries. It is also building a tremendous industrial and commercial motion picture business—all in addition to its big slice of all the developing and printing of motion pictures.

Warner Combine Saves $3,000,000

New York.—It is estimated that the Warner-First National combination will release more than 500 employees, with a saving to the Warners of better than $3,000,000 a year.

Charles Einfeld has been placed in charge of advertising and publicity. A. P. Waxman has been elevated to the position of supervisor of theatre and picture openings, aside from being in on the Sam Morris cabinet.

●

Sidney Kent Talks to M.P.T.O.A. in Phila.

Philadelphia.—Sidney R. Kent addressed the members of the M.P.T.O.A. in convention here and told them that stars and personalities were coming back into pictures and that the practice of sending out pictures minus drawing names would be discontinued.

He said further that color was O.K. in spots and that the wide film should be approached with great caution.

●

Hoffman-Halperin Sever Connections

The Halperin boys and M. H. Hoffman have split, insofar as the future production of pictures is concerned. The Halperins sold whatever interest they had in "Ex-Flame" and will now go it alone in the production of pictures for the independent market.

●

Radio Retains Both Wheeler and Woolsey

Radio Pictures has taken up the options on Bert Wheeler and Bobby Woolsey, and they are a cinch for at least two more pictures for this organization.

●

"Hy" Daab Here

"Hy" Daab, advertising and publicity head of Radio Pictures, arrived in town yesterday afternoon for a two weeks' stay.

●

Murdock-Casey Coming

New York.—J. J. Murdock, former president of Pathe, and Pat Casey, have left for Hollywood.

N. Y. Para. 4-Year Gross

The Paramount theatre in New York has grossed over $14,500,000 in the four years it has been open. The top week was $94,200 and the low gross $54,400.

Scenarios Are Taxable Assets

Universal yesterday lost its suit to recover from the county $1,129.80 paid in taxes on 79 scenarios in March, 1924. The decision of Superior Judge Fletcher Bowron means that motion picture scenarios represent an actual wealth in themselves, aside from their copyright value.

The county assessed the 79 Univer-

(Continued on Page 4)

Paramount Off Europe Producing

New York.—It is understood that Paramount will not go much further with its production of foreign pictures in Europe, other than in England, and most of these will be quota pictures for the United Kingdom.

Bob Kane, who has been in charge of foreign production, is reurning to Europe, but will pass up Joinville and Paris and make his headquarters in London. He will act as an emissary for the Hollywood and Long Island studios in signing up foreign players for productions to be done in U. S.

●

"David" For Mayfair Instead of $2 House

New York.—"Tol'able David" has been booked into the Mayfair here instead of its proposed $2 run on Broadway, as Radio-Keith-Orpheum needs pictures for this house and insisted that the Columbia boys give up the idea of a $2 Broadway run for this attraction.

●

Ina Claire Will Do Another for Para.

Ina Claire has been signed to do another picture for Paramount, story not yet settled. She recently finished "The Royal Family."

●

Meighan With Fox

Tommie Meighan has been signed for a character role in the Fox production of "Young Sinners."

BUSINESS SAME IN L. A. 'BIG TRAIL' SPURTS A BIT

Business in the Los Angeles houses is about the same as it has been for the past eight or ten weeks, with most of the houses having a tough time getting out of the red.

"Billy the Kid", at the Criterion in its second week, will show a gross of more than $17,500, and that's better than the house has been doing with a second week on any picture for a long while.

The Chinese, playing "The Big Trail", went in for the "club" racket and attracted a pretty good mob for the loges, societies and clubs coming in on a club plan. The house will not show much of a profit at around $15,400.

The prize flop will be shown with the final counting of the receipts at the United Artists with "Dubarry; a Woman of Passion". This second

(Continued on Page 3)

Gloria Swanson Stops "Rock-a-Bye"

Gloria Swanson has run into trouble with her next picture, "Rock-a-Bye." Rehearsals were to have started this week, but have been delayed indefinitely. The only information available about a new starting date is "two or three weeks."

The trouble, according to the Swanson offices on the Pathe lot, is with the story. This was an original.

(Continued on Page 2)

Zukor Coming West

New York.—Adolph Zukor is leaving for Hollywood today. While there he will go over the production schedule for next year with B. P. Schulberg.

JOSEPHINE DUNN — Just completed featured role in Columbia's "Lady of the Pavements"

N. Y. BUSINESS BEST IN WEEKS; STRAND SURPRISE

(Continued from Page 1)

week's gross is estimated at around $10,000.

Business in the other houses was as follows:

BOULEVARD—"Devil With Women"; $4,980 will about hit it.

CARTHAY CIRCLE—"Just Imagine" in eighth week. About $10,200.

EGYPTIAN—Playing Clara Bow in "Her Wedding Night"; about $4,100.

LOEW'S STATE — Had MGM's "Way For A Sailor" and did fairly, with about $21,200.

PANTAGES — Continues to show the red with the b. o. take. This week playing "Madame Satan" the gross will hardly better $13,000.

PARAMOUNT — Bancroft opened this week's engagement of his picture, "Derelict," with a personal appearance. The house just getting by with $22,300.

ORPHEUM — Showing the third week of Amos 'n' Andy continues to draw better than average business. This week's gross will better $15,500. Picture held over for fourth week.

RKO—Playing vaud and indie picture, "Today", managed to squeeze through $11,000.

WARNERS—Both the Hollywood and Downtown houses played the second and last week of "The Life of The Party" to about $14,500 for Hollywood and $17,000 for the Downtown.

●

"Doorway to Hell" Gets $45,200 For the Week

New York.—Business along Broadway was better this week than it has been for some time. The surprise of the street was "Doorway to Hell" at the Strand, with a take of $45,200, the best business the house has had in a long time. The picture was held over.

The Mayfair clicked great guns with "Check and Double Check."

Business at the Paramount was of the money-making variety. Playing "Playboy of Paris," the take bettered $85,000 and the picture was held over.

The rest of the houses:

ASTOR—"War Nurse," in second week, $11,200.

CAPITOL—"The Big House" did $65,400.

CRITERION - GAIETY — "Hell's Angels," flopping fast with but $10,000 for the two houses. A big loss.

GLOBE—"East Is West" did $18,100.

HOLLYWOOD — "Kismet" got $20,000.

MAYFAIR — "Check and Double Check" was great with $44,200.

PARAMOUNT — "Playboy of Paris" very good with $85,000.

RIALTO—"Feet First" opened good with $55,000.

RIVOLI—"DuBarry" not hot with $37,500.

ROXY—"Big Trail," second week, not good at $72,500.

WARNERS — "Outward Bound," third week and did $10,000.

Amos 'n' Andy Film Sags in Second Week

Chicago.—McVikers and the Oriental are the only two houses here that showed any noticeable increase in business over the preceding week, while the State-Lake, breaking its one-week policy for the first time in trying out "Check and Double Check" for a second week, took such a Brodie that it established a new low level for the theatre. Receipts for the first week on the Amos 'n' Andy picture grossed $45,000, while it dropped last week to $16,500. The grosses were:

Oriental with MGM's "Way For a Sailor" did $41,500, as against $34,000 the previous week with "Maybe It's Love."

McVickers, in its second week of "Big Trail," grossed $37,500 as against $15,600 for the first week.

Chicago, with "Renegades," dropped to $31,500 as against an intake of $46,500 for "Laughter" the preceding week.

Palace took in $23,000 for "The Cat Creeps," against $21,000 the preceding week with "East is West."

Orpheum grossed $5,100 with "Scarlet Pages," against $5,500 the preceding week with "Africa Speaks."

Roosevelt, in its second week of "Old English," grossed $14,500 against $15,400 for the first week.

Monroe took in $2,900 with "Devil With Women" against $3,000 the preceding week with "Sea Gods."

●

Billie Dove Picture Goes Big in Phila.

Philadelphia. — Business was about average for the past week, with the exception of the Mastbaum, which piled up a heavy gross with an intake of $40,500 on First National's "One Night at Susie's." This indicates a healthy popularity for Billie Dove as a star in this town. The other houses doing only average business are:

Fox with "Scotland Yard" took in $28,000.

Earle with Universal's "East Is West" did $21,500.

Boyd with the second week of "Check and Double Check" did $15,750.

Keiths with "Monte Carlo" did $15,000.

Stanton with "Her Man" grossed $9,000.

Karlton with "Doorway to Hell" did $6,900.

●

Want Ates to Start Class in Stuttering

His stuttering complex has not only made Roscoe Ates famous, but is causing him considerable annoyance with actors begging him for lessons in the art of stuttering.

Just recently an ambitious actor was hired for a picture because he looked the part, but he could not stutter. In all sincerity, he communicated with Ates and begged him for a few lessons. Ates replied that it wasn't an art but a secret gift.

On Broadway Next Week

Capitol—"Brothers," new.
Roxy—"The Dancers," new.
Warners—"Outward Bound."
Strand—"Doorway to Hell."
Winter Garden—"Life of the Party."
Hollywood—"Kismet."
Astor—"War Nurse."
Globe—"The Cat Creeps."
Rialto—"Feet First."
Rivoli—"Morocco."
Paramount—"Laughter."
Central—Closed.
Criterion and Gaiety—"Hell's Angels."
Mayfair—"Check and Double Check."

Voight to N. Y.; Thomas at 1st Nat.

The first change in the personnel brought about through the consolidation of the Warner-First National publicity departments came yesterday, when Hubert Voight, publicity director at First National, left for New York. It is understood that he will remain there as "planter" for the New York publicity office.

George Thomas, publicity director at Warners', will replace Voight, handling the publicity for both outputs.

●

Tim McCoy in "U" Serial

Universal started production today on its third serial of the season, with Bob Hill directing. It is a ten-episode picture, titled "Heroes of the Flame," and is featuring Col. Tim McCoy, Marian Shockley and Gayne Whitman. Henry McRae wrote the story and will supervise its production.

PRODUCTION NOTES

Lawrence Grant in "This Modern World," being directed at Fox by Chandler Sprague.

●

Lew Cody added to cast of "Dishonored," which Josef von Sternberg is directing for Paramount, with Victor McLaglen and Marlene Dietrich featured.

●

Herman Fowler, independent producer, will start next Monday on the production of a kid short at the Fowler studios.

●

Vesta Pegg, Charles Brinley and Inez Gomez have been engaged for "Dawn Trail" at Columbia.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
A Chas. Rogers Prod.

Talkies For All The Navy Ships

Washington.—Every ship in the United States fleet will have talking pictures by next summer. The equipment will be RCA-Photophone, the Navy Department having given that company a contract for 200 sound sets. The Bureau of Navigation is arranging with twelve major producers to supply the pictures.

Twenty sets will be placed on battleships, 60 on cruisers and auxiliary vessels, and 120 on destroyers. The cost of the sets will be $589,848, and delivery starts in April.

●

Louise Brooks in Powell Film at Para.

Louise Brooks will return to the Paramount studio to play in the next William Powell starring picture, "Ladies' Man," which has been shoved back in production to December 1.

Nat Goldstone negotiated the deal for the return of Miss Brooks to Paramount, where she was once under contract as a featured actress.

●

Radio Heads Go Out On Location Trip

Joseph I. Schnitzer, Hiram Brown, William LeBaron, "Hy" Daab and Don Eddy are leaving this morning for Bakersfield to witness the big land rush of 5000 people that is being shot for "Cimarron," Radio Pictures' special.

●

"Right to Love" Is Completed at Para.

Richard Wallace has completed shooting on the Paramount production, "The Right to Love," starring Ruth Chatterton.

●

Writer Sues Pathe

Julien Josephson has asked the Superior Court for an injunction restraining Pathe from releasing a talkie, called "A Ship Comes In." Josephson contends he sold Pathe the silent rights and the picture was produced as a silent. Pathe has now made it into a talkie, and he alleges the sound rights are still his.

●

"Man to Man" will be the release title of the Warner picture, formerly called "Barber John's Boy."

CHARLES GEORGE SAXTON
STORIES and DIALOGUE
R-K-O

MEYER
Synchronizing Service, Ltd.
Is The Only Established Independent Music Bureau In HOLLYWOOD
Headquarters: Metropolitan Studios

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METROPOLITAN STUDIOS

This plant, leasing to independent producers, is about the busiest leasing plant on the coast, yet it is working below normal with but two short subjects in work as against two shorts and two features ordinarily.

Features in Work

UNTITLED—A two-reel Christie short, featuring Ford Sterling, for Educational release. William Watson directing. Story by Leon Berry.

"ROMANTIC ADVENTURES"—A series of two-reelers now being produced by Brown and Nagel for Tiffany release.

Pictures in Preparation

"FRONT PAGE"—From the stage play of the same name, to be produced by Howard Hughes, with Lewis Milestone directing and Louis Wolheim starred.

"BELOVED ENEMY"—To be produced and directed by Al Rogell for Tiffany release.

"MOTHER'S MILLIONS"—A Liberty production, starring May Robson, from the script by Winifred Dunn.

"THE APE"—A Liberty production, starring Harry Langdon, with Renaud Hoffman directing.

UNTITLED—A two-reel Phil Ryan production for Paramount release, starring Chester Conklin, and directed by Frank Griffin.

"A SHOTGUN WEDDING"—A two-reel Christie short for Educational release, starring Buster and John West. Story by Walter DeLeon and Neal Burns.

UNTITLED—A two-reel Christie short for Educational release. A Tuxedo comedy starring Clyde Cook.

"AIR POLICE"—A Sono-Art production, from the story "Hell Bent for Frisco."

"HAND-COLORED REVUES"—Based on stage revues and to be produced for the state right market by Craig Hutchinson.

Pictures in Final Editing

"GIRLS WILL BE BOYS"—A Christie short, starring Charlotte Greenwood, and directed by William Watson from script by Paul Girard Smith.

"THE PASSIONATE PUPS"—A two-reel Christie comedy, starring Bert Roach, with A. Leslie Pearce directing.

"CHARLEY'S AUNT"—A Christie feature for Columbia release, starring Charlie Rugglies and directed by Al Christie.

"DON'T LEAVE HOME"—A Christie short, starring Johnny Hines, with William Watson directing.

"ALOHA"—An Al Rogell feature production for Tiffany release, with Ben Lyon and Raquel Torres. Directed by Al Rogell from script by Adele Buffington.

"THE PROPERTY MAN"—A Phil Ryan two-reeler for Paramount release, featuring Chester Conklin and directed by Frank Griffin.

"TALKING SCENICS"—Shorts, produced and directed by Robert C. Bruce.

Alma Whittaker On Screenland Magazine

Alma Whittaker, former staff writer for the Los Angeles Times, has been engaged by Screenland magazine to act as its western representative, replacing Helen Ludlow, who resigned to take up free lance writing.

•

New One For Bill Boyd

Frank Dolan, ex-New York newspaperman and now on the Pathe writing staff, completed his second original screen story for that company, entitled "Deal Me Out." It will serve as the next starring vehicle for William Boyd, with Helen Twelvetrees a possible opposite.

Production will start the latter part of this month.

International Offers Picture Service Free

New York—In the belief that business will be spurred by their action, the International News Service is making pictures of all Broadway openings and sending them to their newspaper members, free of any charge.

The still camera is photographing important personages as they enter and leave the theatre.

•

"U" Steamship Bookings

Bookings of Universal pictures for thirty sailings of the steamers of the Nippon Yusen Kaisha line from San Francisco have just been arranged by Kenneth Hodkinson, of the Universal exchange.

Nothing
Can Supplant
Reader
Interest
In a Publication

The Hollywood Reporter
TODAY'S FILM NEWS TODAY

Is Read by
Every Important
Individual In The
Picture Industry
EVERY DAY!

THE Hollywood DAILY REPORTER

Vol. II, No. 1. Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, November 12, 1930

9,784 DARK THEATRES

TRADEVIEWS
by w.r.wilkerson

WHAT chance has a real showman in charge of any of the chain-owned houses got to produce results when his home office thousands of miles from his sector, is dictating his every move with boiler plate instructions that would not bring results in a "five pin admission kid show"?

Where are the real showmen of yesterday? Where is the type of house manager who could go out and ballyhoo anything into a profitable engagement, men that have shown results even in adverse circumstances?

•

THE business of selling admissions to picture theatres has been killed by the stem-wound, stem-set methods employed by the chain-owned organizations in control of the best houses throughout the country. They are trying to sell admissions in Detroit, Minneapolis, South Bend and Omaha from a desk in New York. They are telling the house manager what he should play, how he should play it, when and how to advertise.

What chance has the showman, if there are any left, working under such conditions? He is permitted to do nothing but what his manual of theatre management, compiled by a few men who have never had any experience in running a house or selling tickets, tells him. This manual, written in New York, attempts to tell the man in Des Moines what he should do to get customers in his house. The pictures that Des Moines likes may not be the kind that strike the fancy of Broadway and, even if this were not the case, the method of getting cash sales in Des Moines is totally different from what would be successful in other towns.

•

GIVEN ten of the showmen that used to operate theatres in this industry before the machine started to grind out instructions, in ten different houses throughout the country, and turn the management of the houses in its entirety over to them; there would be a different story to tell each week in the box-office check-up.

Newsreels Pay

New York. — The Newsreel Theatre, with 598 seats and a 25-cent grind policy, took in $475,000 in a year. And plenty of this was profit.

Big and Little Houses Closing As A Result of Poor Business—Less Than 16,000 Are Now Operating

According to a survey just completed by this publication of theatres throughout the United States, there are 9,784 fewer houses operating now than there were at this time last year. The figure of those in operation at the present time is 15,864.

The Hollywood Reporter has just completed a survey of every theatre opened and closed throughout the United States. This survey has taken the better part of three months and the results are shown above. This publication believes these figures to be correct.

Most of the closed houses are theatres too small to afford the installation of sound equipment, and were forced to close because their patrons were riding by their doors, going to the next house or the next town for sound attractions.

There are, however, many instances of representative houses in both large and small sections that have found the going too hard, even with talkie equipment. These houses may reopen with new financing and be able to continue in operation with the advent of a change in the employment conditions and the improved quality of pictures.

Market Catches Harley Clarke

New York.—Wall Street is buzzing with the rumor that Harley L. Clarke, Fox president and head of several big utilities, has been given the business in the market, with the result that Mr. Clarke is many millions behind in his trading.

•

Private Showing of "Lightnin' " at Capital

Washington. — Arrangements are now being made by Fox to give a private showing of "Lightnin' " at the Mayflower hotel here for Vice-President Curtis and a party of government officials.

Will Rogers is the star of the picture, and his prominence as a political commentator make this picture the more attractive for such a showing.

•

Film Delivery Man Elected Mayor

Milford, N. J.—George Mack, head of the Palisades Film Delivery Service, was elected mayor of Milford by a big majority.

Harry Cohn On Warpath

New York.—Inside circles credit the visit of Harry Cohn to New York as a very hectic affair for the local Columbia office, with Harry leaving N. Y. in a huff after a threatened resignation as production head of Columbia.

Cohn is recognized as one of the leading producers of the industry and, should he make good his rumored threats and leave Columbia, there would be several attractive openings for him in any one of many studios in Hollywood.

•

Wales Helps Swell "Hell's Angels" Gross

London—Climaxing the attendance of English nobility at "Hell's Angels" now at the Pavilion, the Prince of Wales and Prince Arthur of Connaught attended a showing, accompanied by a party of other titled personages.

Gross for the first 20 performances has been greater than for any attraction ever played in the history of motion pictures in London.

•

RKO Heads Meet

New York.—All RKO division managers will meet in New York tomorrow for their semi-annual get-together.

WARNER-FIRST NAT. TO MERGE PUBLICITY DEPTS.

New York.—Sam Morris is the authority for the statement that the publicity and advertising departments of Warner-First National pictures will be merged, thereby completing the absolute merger of those two companies, as the production and distribution have already been combined.

Morris did not say whether A. P. Waxman or Charles Einfeld would become the head of the combination.

Para.-Publix Dividend

New York.—Paramount-Publix has declared the regularly quarterly dividend of $1 a share on the common stock, payable December 27 to stockholders of record December 5.

•

'Viennese Nights' Nov. 26

New York—The world's premiere of "Viennese Nights" will be held at the Warner Theatre on November 26.

CHARLES A. LOGUE — WRITING "SAINT JOHNSON", EDWARD LAEMMLE DIRECTING, CARL LAEMMLE, JR., PRODUCTION FOR UNIVERSAL. (big schlager)

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Hollywood portrait No. 5.—He is a director. He has been drawing a tremendous salary steadily for nearly three years. During that time he has made exactly six pictures. Not one WOW. His greatest artistic success preceded the fat contract and he has never bulged the box-office. He has much personal charm. He gets violent crushes on people—then drops them completely. He speaks slowly, methodically. His pictures reflect the same tempo. HE worships at the shrine of a "Master" who is passe. His wife worships HIM. He knows it. He shows it. He has saved a lot of money. He takes his "art" very seriously. He likes to "play." He does—ever so quietly. They say his head's turned. He's really a nice guy.

•

One of the best and funniest short reel comedy teams is in a fine mess about a feature. It seems the producers thought it would be a great idea to let them run on in the making of a picture, without cutting, and see what would happen. The result was a four-reeler. It was then decided to make it a feature length comedy, so they changed the title, added several sequences and shipped a print East. Said print was promptly returned with a note saying to add more and that they expected to have returned to them the comedy hit of the season. The comedians are now up to tacking on a schoolroom sequence and taking a vow to make no more features. Two-reelers are no worry to them.

•

Some ambitious guests at a Santa Monica house party grew playful last Saturday night and started feeding the patio fireplace with antique furniture. Tiring of this, they began retouching some very famous oil paintings that graced the walls. At that point the party ended in a battle royal and a riot call.

•

Latta Appointed Warner Ohio Head

Cleveland.—C. L. Latta has been appointed division manager of all Warner houses throughout Ohio.

TIFFANY "UTAH KID" JUST ANOTHER WESTERN

"THE UTAH KID"
Tiffany

Direction.....Richard Thorpe
Story and Continuity.....
.....Frank Howard Clark
Photography.....Arthur Reed
Film Editor.....Billy Dolan
Cast: Rex Lease, Dorothy Sebastian, Tom Santschi, Mary Carr, Walter Miller.

There's a slight difference in this picture to distinguish it from other westerns—the cast by Tiffany. There is plenty of gun play and even more hard riding; with less excuse for either than in any other Western for months. Oh yes, it's all for the love of a good woman. If the picture had been run backwards, it would have had an exciting climax; as it is, the beginning of the picture tells the story and from then on it's just so much more footage.

Rex Lease is the "Utah Kid," (Calvin Reynolds, to you, suh!), Dorothy Sebastian is his heart and missus, Walter Miller is the big and broken-hearted sheriff, and Tom Santschi the dirty villain. They're O. K. in the parts given them, and Walter Miller has a swell speaking voice.

The kids will probably gain a measure of excitement from this picture and they always get a laugh out of love scenes. Exhibs would do well to have an excellent surrounding bill.

•

Radio Has New Find in Oklahoma Schoolgirl

Oklahoma laws do not permit a minor to become engaged in theatricals, but in Hollywood it's different. That is why Rochelle Hudson, 17-year-old schoolgirl of that state, came here and immediately signed a long-term contract with Radio Pictures.

She is a talented musician and speaks three languages. The decision to sign her to a contract was made immediately after her first screen test.

•

Day and Date Runs

"Sunny" and "Kismet," both First National specials, will play day and date runs at Warners' Hollywood and Downtown theatres in December. "Sunny" will be shown first. "Doorway to Hell" will be booked the same way.

•

Pearson Doing New One

Humphrey Pearson is completing his sixth original story for First National, "Paris Preferred." William Seiter will direct, and it is planned to star Loretta Young, with David Manners heading the supporting cast.

•

Columbia Goes On Air

New York.—Through a tie-up with the "Chock Full of Nuts" hour, Columbia will go on the air every Monday night over WOR for twenty-six weeks.

•

New Film Board Head

Pittsburgh—Harold Dunn, manager of Warner Brothers' local exchange, has been made head of the film board here.

PRODUCTION NOTES

Dorothy Christy as the "vamp," Robert Ellis as the heavy, and Nita Martan are recent additions to the cast of "Caught Cheating" at Tiffany. This is a Murray-Sidney comedy.

•

Nance O'Neil has been given a featured role in "This Modern World," to be made by Fox.

•

Jack Trent has been engaged by MGM for the cast of "Dance, Fools, Dance," starring Joan Crawford.

•

Nancy Torres engaged by Universal for the lead in the Spanish versions of Slim Summerville comedies. Bill and Sabel Dunn placed her.

•

Douglas Gilmore has been assigned a role at Columbia in "Vengeance", directed by Louis King. H. Wurtzel placed him.

•

Start New Method of Screen Advertising

The method of procuring screen names for endorsements in advertising merchandise on billboards and in magazines and newspapers has advanced to a point where such endorsements will now be carried to the screen through a series of industrial ads, being prepared by the Alexander Advertising Corporation for its clients.

The ad company is employing big names for the series and is paying the regulation salary asked by the respective player for work in the subjects.

It has not been fully determined where such subjects will be released or distributed, but the work of making them will begin next week at the Cinephone studios. Each will contain dialog and will be made with Multicolor.

•

Hughes Backing Short

Gillian and Reed are now producing a two-reel comedy drama, reported to be financed by Howard Hughes, with Sidney Lazarus, the fiction writer, directing. This first subject is from a vaudeville sketch, authored by Lazarus several years ago and called "Her Bridal Night." The cast is featuring Zoila Conan and Cornelius Keefe, with production going on at the Cinephone studios. Tony Gaudio, cameraman under contract to Hughes, is doing the camera work.

•

Riders for "Dawn Trail"

"Slim" Whittaker and Ed Le Saint have been engaged for the cast of "Dawn Trail," which Christy Cabanne is directing for Columbia. This is the fourth in the series of eight Buck Jones outdoor specials.

Roosevelt May Have Local Band

With Ted Weems' contract at the Roosevelt Hotel Blossom Room coming up for renewal on November 19, it has been reported around town that it will not be renewed and that the hotel is now negotiating with Alfred Newman, musical director at United Artists studio, to organize a band to replace the Weems organization.

It has been proved that big Eastern band names no longer compensate for the expense of bringing them here and, like the Ambassador, the Roosevelt can recruit enough musical talent locally to better advantage. The Gus Arnheim band at the Ambassador was organized locally and has proved a great success.

•

"East Lynne" Starts at Fox Lot Next Week

After much delay in obtaining a clearance on the services of Ann Harding from Pathe, the Fox studios will start production on "East Lynne" next Monday, with Frank Lloyd directing. Supporting Miss Harding in the cast are Clive Brook, Conrad Nagel, Cecelia Loftus, Beryl Mercer and O. P. Heggie.

Lloyd must have the production completed and edited before January 1, at which time he is slated to move to First National studios to resume his contract there.

•

"Half Shot" Draws Best in Jacksonville

Jacksonville.—Business at the local houses has been about average for the week. "Half Shot at Sunrise" got the best business, with "Renegades" doing well in a split-week house. It got good audience reaction and built steadily. "The Virtuous Sin" and "Laughter" were not so good.

•

New Bob Steele Film

John P. McCarthy has been signed by Trem Carr to direct his fourth Bob Steele picture, "Sunrise Trail." Blanche Mehaffy will be the heroine, and Eddie Dunn will be the heavy. Jack Clifford has a featured role in the production. The Bob Steele pictures are released through Tiffany.

•

Compson in Shorts

Betty Compson will be featured in a series of short reelers in Multicolor, to be known as "Screen Interviews," the first one starting Saturday at the Cinephone studios.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

THE LABORATORY of "PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 Cahuenga Ave. GL 5118

U. A. Theatres Earn $869,631

New York.—The United Artists Theatre Circuit, Inc., and subsidiaries report a net profit of $869,631 for the year ended August 31, 1930, after taxes, interest, provision and amortization have been deducted.

The above statement shows a drop from the same period of 1929, when the net showed $1,113,732, which included the profit realized from the sale of the minority interest in the P. C. T. circuit of theatres in Great Britain.

After deducting $280,000 for preferred dividends on the 40,000 shares of 7 per cent convertible preferred stock, there remains $589,631, which is equivalent to $1.18 a share on 500,000 shares of common stock.

●

"Yankee" Production Starts Next Monday

After several months of preparation, production on "Connecticut Yankee" will begin at Fox studios next Monday, with Will Rogers heading the cast and supported by Myrna Loy, Lumsden Hare, Maureen O'Sullivan and William V. Mong.

The latter played in the silent version made by Fox several years ago. David Butler will handle the meg.

●

Warners Will Open Four New Houses

New York.—Warners will open houses in Chester and Erie, Pennsylvania, and two in Youngstown, Ohio, during the coming week.

Work has started on the erection of four other houses in New Jersey and Pennsylvania this week.

●

Foreign "Beau Ideal"

Radio is now preparing to make French, German and at least one Scandinavian version of "Beau Ideal." All long shots and settings will be filmed at the studio with the Dunning process, then sent to the Zelnick studios in Berlin, where native actors will be procured and processed in on the backgrounds obtained here.

●

Eddie Lambert Coming

Eddie Lambert, who has been appearing in presentations on the Publix circuit, has completed his tour at New Orleans and is on his way back to Hollywood to appear in pictures again. The comedian's last appearance was in "The Big House".

●

Haupt A Fox Director

Ulricht Haupt has been engaged by Fox to direct the German version of "Big Trail." It is believed that upon completion of this, he will be assigned to direct English pictures.

●

Screen Stars on Stage

New York.—Basil Rathbone and Montagu Love are rehearsing in the stage play, "A Kiss Is Important," which opens in Wilmington, Del., next Friday night.

Baltimore and Akron
Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

BALTIMORE

"CHECK AND DOUBLE CHECK"

Keith's Theatre

The Post: Beyond a doubt the peer of radioland's blackface comedians, continued to display the same personality which has captivated the entire country via the ether waves.

News: Followers of Amos 'n' Andy will no doubt find this picture greatly to their liking.

"SCARLET PAGES"

Rivoli Theatre

Post: The film is replete with suspense, pathos and a leavening of humor.

News: A drama that lives up to its title.

"LITTLE ACCIDENT"

Metropolitan Theatre

Post: It is a good picture but we want to know why the adaptor had to make the unmarried father, married.

News: Turns out to be a comedy of no mean order.

"A DEVIL WITH THE WOMEN"

New Theatre

News: It is of timely interest. Mr. McLaglen creates another dashing role.

Post: It is the fast, rollicking piece it should be.

"HER WEDDING NIGHT"

Century Theatre

Post: The plaudits must go to Messrs. Ruggles and Gallagher, who put sparkle and life in the story.

Sun: It's all good fun, occasionally spicy but nearly always entertaining.

"PLAYBOY OF PARIS"

Stanley Theatre

Post: Has a fragile plot, but it also has Chevalier to make the most of each amusing situation.

News: While it is fair entertainment, it is the least of the Chevalier pictures.

"GRUMPY"

Auditorium Theatre

Post: It is a production to be classed as one of the more desirable products shipped East from Hollywood.

AKRON, OHIO

"SONG O' MY HEART"

Colonial Theatre

Beacon Journal: The picture depends more on the music than on the story for popularity. Alice Joyce gives by far the finest performance.

Times-Press: John McCormack's voice is fine, as is the photography. That just about lets this one out.

"DU BARRY"

Loew's Theatre

Beacon Journal: The hand of the dramatist guides an able cast thru some excellent entertainment.

Times-Press: A fairly interesting story, but not well told. Miss Talmadge goes in for over-acting thruout.

"THE SILVER HORDE"

RKO Palace Theatre

Beacon Journal: Exciting action leads one to believe that "The Silver Horde" will prove popular fare.

Times-Press: Continuity rather hazy at times, but good program stuff nevertheless, with plenty of excitement.

"THE SQUEALER"

Orpheum Theatre

Beacon Journal: Orthodox story, but Holt gives such a skilful performance that it doesn't seem too familiar.

Times-Press: About the best thing you can say about Holt's new film is that it is "pretty good." But you won't write to Aunt Lizzie about it.

Pettijohn Whales Will Horowitz

Philadelphia. — Charlie Pettijohn had his say regarding the advocating of censorship by Will Horowitz, the Allied leader in Texas.

When Charlie is given the floor with censorship the bait, especially if an Allied leader is mixed in with it, all other matters are dropped, even the topic of taxation that was supposed to have been the big noise at th M.P.T.O.A. convention in Philadelphia yesterday.

●

Only 500 Houses In Canada Wired

Toronto — Out of 1,108 houses open and doing business throughout the Dominion of Canada, there are but 500 equipped for sound.

Of the total number, less than one-fourth are circuit-controlled.

●

"Simple Simon" Series Starts Some Shooting

New York.—The "Simple Simon" comedy series has gone into production at the Audio Cinema studio in the Bronx, with Louis Simon starring and Mort Blumenstock directing the first one, "Hot Shivers."

The story is by William Grew and Rube Welch, and Ruth Holden is the leading woman.

●

Woolf To Do Second Original For MGM

Edgar Allan Woolf, who recently completed writing "The Toast of the Town" at MGM, is to do a second original for that company instead of returning to New York as he had intended.

The story just completed is for Marie Dressler, and Charles Reisner will direct.

Charles George Saxton
STORIES and DIALOGUE
R-K-O

WRIGHT-O
Scripts, Plays, Parts Copied
. . . Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard . . .

DICK POLIMER
Agency Gladstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
A Chas. Rogers Prod.

New York City and Newark
Cream Puffs *and* Slams
On NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"PLAYBOY OF PARIS"
Paramount Theatre

Sun: It is a well constructed light farce plot, excellent, terse, if undistinguished, talkie writing, better Chevalier and a brilliant supporting cast that makes it first rate program entertainment.
Post: One of the best pictures that has come to the Paramount or any other theatre in months and months.
World: If you are one of those who has been captured by the spell of Chevalier, this is all right.
Herald-Tribune: Direction and acting, rather than story, make it the charming photoplay that it is. The sight of Mr. Erwin in an opera cape would alone make it a success.
News: They'll simply have to give Chevalier better material.
Evening World: A winner, despite the shortcomings of the story. Between Erwin and Chevalier, you get a hundred laughs.
Times: An enjoyable picture.
Telegram: Chevalier at his best. It is an engaging little story.
Journal: It's adroitly handled and succeeds in being an amiable piece of entertainment.

"EAST IS WEST"
Globe Theatre

American: The whole business is absurd. The film belongs to Mr. Robinson—and he is welcome to it.
Times: Runs its tedious length for an hour and twenty minutes.
News: Not more than fair to middling entertainment.
Evening World: It is indifferent screen material.
Herald-Tribune: Just another screen revival.

"DOORWAY TO HELL"
Strand Theatre

Times: An intelligent and exciting motion picture of gangland.
American: The film offers as tense movie entertainment as you'll find.
Herald-Tribune: It is always fast, colorful and exciting.
News: Sophisticated, grim, often amusing and always human.
Sun: Superior to the average underworld fray. The matter of miscasting hurts.
Evening World: Another Chicago gangster story and a well done one.

NEWARK, N. J.

"EAST IS WEST"
Mosque Theatre

Star-Eagle: Universal has done very well by this old play.
Evening News: Lew Ayres, Lupe Velez and Edward Robinson are enjoyable, but they don't overcome the stale, stereotyped quality of this much performed play.
Sunday Call: The movies have changed the Rudyard Kipling title, but the theme lingers on. And by now it isn't much of a theme, either.
Ledger: The story soon moves to a silly climax and an equally silly conclusion.

"MAYBE IT'S LOVE"
Branford Theatre

Ledger: Maybe it's football, but we have our doubts.
Star-Eagle: Because of the overpowering lunacies of Joe E. Brown, it is mainly concerned with laughs.
Sunday Call: Honestly, I thought they'd stopped turning out this kind of drivel.

Jeannette MacDonald Signs Fox Contract

As a result of her work in "Oh For A Man," formerly known as "Stolen Thunder," Fox is retaining Jeanette MacDonald on a long-term contract as a featured player.

Miss MacDonald was formerly under contract to Paramount.

Publix Reorganizes In Oklahoma City

Oklahoma City—There has been a reorganization of the publicity and advertising in this divisional point in Publix Theatres, together with a rearrangement of city managers. Bad business the cause.

Chicago Exhibs Fight Seat Gag

Chicago—Describing it as one of the greatest municipal hold-ups ever known in the history of Chicago, theatre owners of that section are staging a fight to defeat the ordinance recently passed, compelling them to reseat all their houses that do not have "flip-up" seats.

This ordinance was rushed through without a single exhibitor being given a chance to debate the question. It requires every theatre that does not have a seat that will "flip-up" immediately that an ocupant leaves it to put in new ones.

The theatre owners got in touch with Mayor Thompson, who immediately vetoed the measure with the explanation that "the thing is unconstitutional and was framed to compel theatre owners to reseat their houses, and is a bid to increase business with seat manufacturers".

●

Menjou a 'Menace' in 'Easiest Way'

Adolphe Menjou is cast for a new kind of philanderer in "The Easiest Way," in which MGM will star Constance Bennett. Menjou will have "heavy" role, the broker played on the stage in the original production by Joseph Kilgour.

Clara Blandick has been signed for the mother role in the same picture, which Jack Conway is directing.

Good Pictures or Not Good Enough?

With but four new pictures opening on Broadway next week, Mazda Lane is asking whether it is a shortage of quality product or the pulling power of pictures held over.

PRODUCTION NOTES

Una Merkel has been signed by James Cruze Productions to play the lead in "The Command Performance," which Walter Lang will direct.

●

Virginia Cherrill, who was Chaplin's leading woman in "City Lights," will play opposite Frank Albertson in the musical that Seymour Felix will direct for Fox.

●

Beryl Mercer engaged by Fox for a featured role in "East Lynne," which Frank Lloyd will direct.

●

Paul Cavanaugh has been signed for the cast of "Rock-a-Bye," Gloria Swanson's next picture.

●

Anita Page will have the lead in "Gentlemen's Fate," which Mervyn LeRoy will direct at MGM.

●

The French version of "The Queen's Husband" went into production on the RKO lot yesterday. Ivan Lebedeff heads the cast of foreign players, and Paul D'Ussay and Henri de la Falaise are directing.

Public Shops For Good Pictures

(Continued from Page 1)

pearances went, with slight notice being given for acting ability. With talkies, those paying the price at the box office find plenty to criticise. They have become wised up to good and bad dialogue. They feel they can pick an outstanding performance. They have begun to recognize direction. Each and every patron has appointed himself a committee of one to report on the merits of pictures, and they are doing it in no uncertain terms.

Audiences find less entertainment in poor talkies than they did in the silent days with pictures of the same value. The talk annoys them when it is bad. With the silents there was always something in the picture, bad as it might be, that would give them some small entertainment.

The whole thing is up to the producers. On their shoulders falls the burden of good or bad business. They should realize by this time that fans demand good pictures and will not patronize poor ones. They should recognize the fact that their future productions must have a merit born of good stories, perfect casts, capable direction and 100 per cent preparation, that they can not rush material through as they did in the old silent days and figure that fans will flock to the box-office.

There is nothing wrong with the picture business that good pictures can not and will not cure. Take the cases of "Divorcee", "The Dawn Patrol", "Check and Double Check", "The Big House", "Half Shot at Sunrise", "Common Clay", "Holiday", "Min and Bill", "Office Wife", "All Quiet On the Western Front", "Hell's Angels", "Animal Crackers" and eight or ten others, and you will have your answer.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
A Chas. Rogers Prod.

WRIGHT-O
Scripts, Plays, Parts Copied
. . . Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard . . .

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FIRST NATIONAL STUDIOS

This studio, while it has been practically shut down for some time and is now making only foreign versions, is almost ready to start its new production season. It has three foreigns in work now, but has sixteen stories in preparation.

Pictures in Production

"MOBY DICK"—German version—with Wilhelm Dieterle and Lissi Arna in the leading roles, under the direction of Michael Curtiz. Adaptation and dialog by Ullrich Steindorff.

"THE AVIATOR"—French version—with Douglas Fairbanks, Jr., Jeanne Helbling and Vital-Geymond. From an original story by Humphrey Pearson and Irving Asher, with William A. Seiter directing.

"THE LADY WHO DARED"—Spanish version—with Luana Alcanez, Antonio Vidal, and Martin Garralaga. Based on "The Devil's Playground," by Kenneth J. Saunders. Directed by William McGann. Adaptation by Alvaro Gimeno.

Pictures in Preparation

"A LADY FOR LOVE"—Novel by Alan Brener Schultz, to be published this Fall; to be directed by Clarence Badger, with Loretta Young starred.

"BIG BUSINESS"—College Humor serial by an anonymous author and shortly to appear in novel form. To be directed by Mervyn LeRoy, with Dorothy Mackaill starred, from a script by Charles Kenyon.

"CHANCES"—From a novel by A. Hamilton Gibbs, which will be Douglas Fairbanks, Jr.'s first starring picture. Being adapted by Waldemar Young.

"AMBUSH"—Based on the play by Arthur Richman (which was produced by the Theatre Guild, under the direction of Robert Milton.) This will star Loretta Young, with adaptation by Francis Edward Faragoh, under the supervision of Robert Lord. Directed by John Francis Dillon.

"PARTY HUSBAND"—From the novel by Geoffrey Barnes, now being adapted by Charles Kenyon, with possibly Dorothy Mackaill as feminine lead.

"PARIS PREFERRED"—Original by Humphrey Pearson, which William A. Seiter will direct.

"BROAD-MINDED"—An original by Humphrey Pearson, Henry McCarty and Edgar Alan Woolf. Mervyn LeRoy will direct.

AN ORIGINAL COMEDY—By Bert Kalmar and Harry Ruby, to be directed by Mervyn LeRoy.

AN ORIGINAL—By the team of Herbert Fields, Richard Rodgers and Lorenz Hart, which they will personally supervise, with Clarence Badger directing.

"THE TENDERFOOT"—Play by Richard Carle, produced many seasons ago, and which will star Joe E. Brown.

A MARILYN MILLER PRODUCTION—To be written by the team of Fields, Rodgers and Hart.

AN ORIGINAL FOR RICHARD BARTHELMESS—Now being written by John Monk Saunders.

AN ORIGINAL AIR STORY—By Howard Hawks and John Monk Saunders.

"THE HONOR OF THE FAMILY"—By Balzac, being adapted by Lenore Coffee, with Walter Huston starred and Hobart Henley directing.

"THE GREEN CAT"—A German play by A. M. Willner and E. Rubicius, being adapted by Francis Edward Faragoh, with Dorothy Mackaill starred and William A. Seiter directing.

"YOU AND I"—Play by Phillip Barry, which will star Loretta Young.

UNITED ARTISTS

This studio is working two features, with two in the final stages of preparation, which is about normal.

Features in Work

"KIKI"—From the stage play of the same name, starring Mary Pickford, with Sam Taylor directing, from his own script. Supporting cast has Reginald Denny, Margaret Livingston, Joe Cawthorne, Grant Walton, Phil Tead, Fred Warren and Edwin Maxwell.

"REACHING FOR THE MOON"—From an original by William Anthony McGuire, with Edmund Goulding on the screen treatment and also directing. Cast is headed by Douglas Fairbanks and Bebe Daniels, with support of Edward Everett Horton, Jack Mulhall, Kate Price, Claude Allister, Adrienne d' Ambricourt, Walter Walker and Phil Tead.

Features in Preparation

"UNTITLED"—De Sylva, Brown and Henderson story. No director or cast assigned as yet.

"SONS O' GUNS"—From the stage play of the same name, to star Al Jolson. No director or cast selected yet.

Novel Broadcast for "Morocco"

When Paramount opens "Morocco" at the Chinese Theatre on the evening of November 26, one of the novelties will be the broadcast of the opening West Coast promises that all the "Hello, everybody" stuff will be out and that everything sent out over the air between 8:30 and 9:30 will be worth hearing.

The broadcast will be handled by the United Broadcasting Company over its chain of nine stations, extending from San Diego to Bellingham, Washington. The local stations carrying it will be KTM, KNX (the Paramount station) and KMTR. The microphone will be in a Moorish tent in the forecourt of the Chinese and will be in charge of J. P. Medbury.

All members of the cast of the picture will have something to say. The act has been written and is now being rehearsed by the players. Is that idea going to be a relief to listeners-in?

•

Anne Nichols Loses Suit Against Universal

New York.—Anne Nichols, author of "Abie's Irish Rose," today lost her suit before the U. S. Circuit Court of Appeals for a right to share in the proceeds of Universal's "The Cohens and the Kellys."

She said the film was plagiarized from her stage play, and asked for an injunction and an accounting of profits. The court ruled against her on both counts.

PRODUCTION IN EASTERN STUDIOS

New York—Shorts and industrials seem to be making up the bulk of motion picture production in the East, with, now and then, a feature appearing. Many Broadway players are being used in shorts, and Paramount and Warners are doing away with tests, preferring to get a line on Broadway talent through what the players do in shorts.

"Corianton", touted as a successor to "Ben Hur", is being made at the Metropolitan Studios, at Fort Lee. It will be all in Colorcraft, with Wilfred North directing. Eric Alden, Olga Olonova and Reginald Barlow are in the cast. Physioc did the settings.

Paul Ganglin, of the Paramount Eastern writing staff, is doing the adaptation of "Mendel Inc." for the screen. It goes into production about January 1.

General Electric is making 26 one- and two-reelers at the Schenectady plant, under the supervision of John Clenke.

•

Arthur vice Franklin

New York—Harry Arthur, head of Fox's theatres in the East, has been elected to replace Harold B. Franklin as alternate on the board of directors of the M.P.T.O.A.

The Picture Version and Dialogue for

"East Lynne"

which

Frank Lloyd Will Direct

for

FOX FILM CORP.

Is Being Written By

BRADLEY KING

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Taking a swift glance at the mop of hair being carried around these days by a diminutive Fox star, a local wit observed: "Now there's a girl who combs her hair with an egg-beater!" P. S. We think he's right.

●

If hiring private detectives continues to result in the invasion of "the wrong house," as it did the other night when Jocelyn Lee wanted some extra snooping in her suit against Luther Reed, the only safe place to break the seventh commandment will be in one's own home.

●

Families still insist on directing directors concerning their children. The latest bit of interference comes from the mother of a little girl who has lately been stealing pictures from some of our more famous stars. Mamma has decided that the child is a beauty and insists on full make-up, even though the rest of the youngsters in the cast go without. Let us hope the little comedienne doesn't "go Hollywood" and forget her sense of humor for the sake of a lipstick and some curls.

●

Paul Bruel, now conducting a drug-store in Hollywood, admits he was the guy that D. W. Griffith nailed to the cross in "Intolerance."

●

The ability to read the titles of silent motion pictures aloud, while it makes no great hit in this country, is a mark of distinction in India. It is the custom for the few who can read to repeat the titles aloud for the benefit of the many who can not.

●

Dorsay in "Honest John"

Fifi Dorsay has been assigned by Fox to play the feminine lead in "Honest John" in which El Brendel will have the title role. John Blystone will direct, with production slated to start next week.

This is the first time El Brendel has had a chance to command top billing in a Fox picture.

Idleness Hurts German Theatres

Berlin.—The unemployment conditions are playing havoc with the German film theatres. More than 3,000,000 are registered for the dole in Germany, and in Berlin the number of unemployed has jumped from 200,000 to 350,000 in a year.

It is estimated that general buying power has gone back one-fourth. The picture theatres being more or less of a luxury, have been very hard hit and the attendance has dropped off at least one-third. The theatres have always paid taxes running from eight to twelve per cent, and are now asking for reductions, but there seems to be no chance of relief.

Add to these troubles the high cost of sound equipment and the high rentals asked for talkies, and it is easily seen how depressed the theatre owners have become.

●

Reinhardt Will Not Produce Talkies

Berlin.—Max Reinhardt will not produce Offenbach's "Paris Life" as a talkie after all. He had been engaged by the Terra to do this from an adaptation by Louise Verneuil, but the director has become lukewarm on the subject and has taken advantage of a financial disagreement to cancel his contract.

●

Australian Studio To Open in January

Melbourne.—A new Australian studio, which is being backed by F. W. Thring, formerly managing director of Hoyt's Theatres, will open in January. The first picture will be made from "Redheap," by Norman Lindsay.

Tom Holt is studio manager, and Arthur Higgins, who recently returned from the United States, is in charge of sound.

●

Erich Pommer's Next

Berlin.—"Bombshells Over Monte Carlo" will be Erich Pommer's next production for UFA. It is an original by Muller and Liebman.

Posters For "Just Imagine"

In our "Just Imagine" section a 24-sheet on this production was reproduced and credit given to a Los Angeles lithographer. With the thought that exhibitors might get the idea that Fox Film is not turning out 24-sheets on this production, we suggest that exhibitors, desiring lithographs of this or any other size, go to their local Fox exchange which has an unusually large assortment of paper and accessories to fit every need.

"Middle Watch" Big Hit In London

London.—The trade presentation of "The Middle Watch," one of the new British sound pictures, at a London theatre, brought forth a demonstration that was unprecedented. It was not staged, as so many have been, but was spontaneous and denoted complete satisfaction.

It was all the more strange as not much had been expected of the picture. It was made from an Ian Hay story and was the last of four from the Elstree studio, none of its three predecessors having caused any enthusiasm.

But this one far surpasses the others in every way. The characters are skilfully drawn and the whole picture is extremely humorous. Owen Nares is the male lead, and Jacqueline Logan and Dodo Watts are the two girls. However, chief honors went to Norman Walker, the director, who was forced to appear after the picture.

●

Italian Imports Grow

Rome.—Italian film imports during the first six months of 1930 increased 117,506 meters over the same period last year. The 1930 period total was 1,392,296 meters. German film imports into Italy decreased by 50,151 meters.

The following well-deserved tribute to Hyatt Daab, of R.K.O., was presented to him by the New York motion picture advertising and publicity men:

A SPLENDID TRIBUTE TO A SPLENDID SHOWMAN
TO
HYATT DAAB

Whereas:

The Associated Motion Picture Advertisers, Inc., believe that the advertising campaign created by Hyatt Daab in merchandising the motion picture, "AMOS 'N' ANDY," has clearly demonstrated the unquestioned value and importance of the publicist's craft.

The Associated Motion Picture Advertisers, Inc., hereby tender their sincere congratulations to Mr. Daab and his associates and R. K. O. for this outstanding example of showmanship:

And hereby express appreciation of a genuine service to the profession of advertising generally, and to the motion picture industry in particular.

MICHAEL L. SIMMONS, President
GEO. W. HARVEY, Chairman

November 6th, 1930

U.S. Talkies Not So Good In Germany

Berlin.—With the peace pact over the talking picture patent situation signed at last, Paramount and MGM released four pictures in Berlin a day apart. Their reception was not so encouraging as it might have been.

"Hallelujah," in spite of the German interest in the American negro, did not do very well. The Germans, even those who knew some English, couldn't understand the negro dialect, and the music was not jazzy enough for them. "White Shadows of the South Seas," with its synchronized score, also failed to get over.

"Abie's Irish Rose," with titles and synchronized score in place of dialog, pleased patrons, however, as did Ramon Novarro's "The Flying Fleet," especially the bombing plane scenes.

●

Fox Newsreel Best For German Field

Berlin.—In spite of the fact that UFA, aided by Paramount, got its talking newsreel into the field first in Germany, the Fox reel beat it out so far as popularity is concerned.

Fox had the best material and gave the critics a two-hour show which pleased them immensely. The newsreel idea goes big in Germany because the German feels he should be educated by motion pictures. The six Fox sound wagons will be kept busy from now on, gathering material of the kind the German patrons like.

●

Jack Warner Starts Home November 26

Jack Warner, now in the East signing up new players and negotiating for new plays and stories for the Warner-First National program, will leave there November 26.

It is expected upon his arrival here that the studios will go into immediate action in preparation for next years' product.

●

Tanar Corp. To Expand

Len Roos, vice-president and general manager of the Tanar corporation, left last night for New York with his attorney, John J. Beck, for an important business mission concerning the Tanar corporation and its expansion.

Tanar recently moved into larger quarters on Santa Monica Boulevard, with their experimental laboratory remaining at its original location around the corner.

●

Arliss Returning

London—George Arliss has left for America, after a vacation spent over here. He will make two more pictures for Warner Brothers under his present contract.

●

Jannings Stays With UFA

Berlin.—Emil Jannings has been signed by UFA to do another picture, which will be directed by Erich Pommer.

THE Hollywood DAILY REPORTER

Vol. 1, No. 50. Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, November 11, 1930

FANS GETTING WISER

TRADEVIEWS
by W. R. Wilkerson

SOME exhibitors throughout the out the country have been squawking regarding the practice of producers remaking for the talkies, pictures that had some success in the old silent days. These squawks were based more on the premise that distributors were asking them just as much, and, in some instances, more for these remakes than they wanted for pictures made with new material.

No one person will ever be able to give the proper answer as to whether producers should use as material for talkies, stories that have been made in silents. One will point to a remake that was a success, and another will show you a flop with similar material.

•

IN THIS connection we want to call the exhibitors' attention to a picture that Columbia has just completed. It is a remake. Its title is "Tol'able David." It will make as much money for exhibitors as any other picture made this year whether it be one with a new story or a yarn that has been used in a picture at some time in the past.

If such a thing were possible, "Tol-'able David" in its talking form is even more perfect than it was in its silent version. The dialog which has been added only enhances its beauty and humanness. It is a story around a character that millions have already learned to love, and audiences everywhere will be even more thrilled with the new "Tol'able David" than they were with the old.

•

COLUMBIA can pat itself on the back for every phase of this production. Direction, cast and screen play could not be improved upon. They have a wonder in the boy, (an unknown) whom they picked to play the part of David. He more than vindicates their judgment. Undoubtedly this Richard Cromwell has a career ahead of him as great as was created for Dick Barthelmess when he played the original role.

"Tol'able David" is a picture for which critics, exhibitors and the public will heave a great sigh of thanks.

Who'll Weep?

A new book on the film industry is being authored by a famous writer. It will be called "The Return of Judas" and will feature movie personalities in a Biblical manner. The twelve apostles will be represented by twelve famous execs.

Big Audience for Good Pictures-- Public More Critical of Talkies-- Producers Must Come Through

Business throughout America is good and bad. Good business with good pictures, and bad pictures showing the lowest grosses ever known for flicker entertainment.

With the wail of every industry in every part of the country regarding poor business, with Wall Street in the doldrums, with new lows recorded for favorite stocks with every tick of the ticker, business in theatres housing good pictures is O.K. and will continue to be in this class as long as the attraction meets the public fancy.

Audiences, fed up with poor talkies, are doing more shopping for picture entertainment now than ever before. They can find more things to criticise in sound pictures than they could with the silents. With the old variety it was a question of artists being good or bad, in so far as ap-

(Continued on Page 3)

Clarke To Spend Millions More

New York—Harley Clarke, president of Fox, has prepared a budget of expenditures for the further improvement of Fox theatres throughout the country which, he says, will reach $11,000,000.

This amount, added to the $9,-000,000 supposed to have been spent last year for the same purpose, will bring the total for the remake of houses purchased by Fox up to $20,-000,000.

•

Paramount's New Low

New York.—Paramount-Publix hit a new low today on the stock exchange when it dipped to 41½.

"Tol'able David" Early Bookings

New York—Columbia has booked "Tol'able David" into four big houses for openings November 15. It will play Keith's at Boston, Palace at Rochester, Albee at Providence and Keith's at Syracuse.

J. Boyce Smith With Gen. Talking

J. Boyce Smith, vice president and treasurer of Tec-Art Studios, has resigned that position to join M. A. Schlesinger in General Talking Pictures, Inc.

Smith left last night for New York to consult with the General Talking crowd, and will return here in about a week to take up his new duties.

•

"Doorway To Hell" Third Week at Strand

New York—The Strand is experiencing a very rare condition regarding the house, the business and the picture in that "Doorway to Hell" is being held over for a third week, that the house has put on extra shows, and that the picture is drawing more money than the house has had for many a moon.

•

Chaplin To England

Charlie Chaplin will leave Hollywood December 15 for England to attend the opening of "City Lights" in London at a date around January 1.

•

Sam Jaffee Back

Sam Jaffee, Herman Mankiewicz and Lothar Mendes returned to Hollywood yesterday. Mr. Mankiewicz and Mr. Mendes came back to do "Ladies' Man," which will star William Powell.

COLUMBIA MAY LEASE, THEN BUY WARNER STUDIO

Although it has been denied that Warner Brothers would abandon their Sunset Boulevard studio and concentrate all production at Burbank, reports emanating from New York claim Columbia has made overtures to the Warners for a long lease on the plant, with an option to buy it outright after five years.

Columbia is cramped for studio space and equipment at its present Gower street quarters, and a deal for the Warner studio, if closed, will afford the company adequate facilities for the expansion program called for on next year's budget.

"Min and Bill" Goes Big in San Francisco

San Francisco.—MGM's "Min and Bill" hit Frisco last Saturday for its western premiere at the Warfield theatre and took $17,000 at the box office for Saturday and Sunday business. This is not a record-breaker for this house, but is the biggest two days' business in several months.

The picture will open in Los Angeles at the Carthay Circle, November 20.

"HENRY B. WALTHALL • • • adds another feather to his cap of great performances in 'Tol'able David'," says Daily Screen World. Jimmy Starr, Evening Express, says, "Outstanding!"

Maurice Revnes, Ltd.

6777 HOLLYWOOD BLVD.

HEmpstead 3188

EXCLUSIVE MANAGER FOR

Artists

Colleen Moore
Ina Claire
Vilma Banky
Anita Louise
Luana Walters
Dorothy Sebastian
Hilda Vaughn
Helen Johnson
Josephine Dunn
Mary Stuart
Myrna Hubert
Frances Beranger
Barbara Kent
Rod LaRocque
Basil Rathbone
Lester Vail
Monroe Owsley
Donn Cook
Harold Minjir
Frederick Burton
Carlyle Moore

Writers

Benjamin Glazer
Gerrit Lloyd
Clara Beranger
Lester Cohen
Frederick Arnold Kummer
B. Harrison Orkow

Directors

George Fitzmaurice
William deMille
Raymond Cannon
Karl Brown
Paul Fejos
Richard Boleslavsky
Albertina Rasch

Composers

Arthur Alexander
Dimitri Tiomkin

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

The romance between a well-known director and a titled English lady is flourishing in Manhattan. In fact, we hear that his conversation of late is entirely unconcerned with his chosen profession, he being interested only in the doings of the royally social.

●

Count the Paul Lukas' among those who "don't know whether they're going or coming" these days. They gave up their home in Beverly a few weeks ago and moved to a hotel, planning to leave for New York. All packed and ready to leave Tuesday night. Two hours before train time they received word to remain in Hollywood indefinitely!

●

The girl whose beauty caused so much comment at the Academy dinner the other night proved to be Nora Lane. Along with a swell coat of tan, she seeems to have taken on a new set of personality, charm and general gorgeousness.

●

Heard on the Boulevard. "When did Soandso get back from New York?" "Wednesday." "Who told you?" "His wife." "How did SHE know?"

●

Joe Shea, who uses the title of press agent to cover up his real vocation, has come forth with a new invention to be used by vagrant scenario writers who would rather work on the golf links than in their studio offices.

The new idea is an ordinary phonograph record on which the scenario writer can record his own voice and the sound of a typewriter clicking off dialog and action. The record is placed in the office and played continuously, so when a studio executive passes by and hears it, he is sure the writer is busy working and will not interfere.

●

Publix Moves to L.A.

The Western Division headquarters of Paramount-Publix Theatres has been moved to Los Angeles from Frisco. Ed Smith will continue in charge.

"PART TIME WIFE" GAY AND AMUSING COMEDY

"PART TIME WIFE"
Fox

Direction ..... Leo McCarey
From a Satevepost story by.....
.....Stewart Edward White
Screen Play and Dialog.... .....
Raymond L. Schrock
and Leo McCarey
Photography .... George Schneiderman
Film Editor ..... Jack Murray
Starring ..... Edmund Lowe
Cast: Leila Hyams, Walter McGraill and Tommy Clifford.

Gay and thoroughly entertaining little comedy, proving that a golf course is the best path to a lady champ's heart. Plenty of laughs and human interest assure this picture of a successful run wherever shown.

Mr. Murdock was a quick-tempered, crochety, Captain of the Gasoline Industry, so completely weighed down by Big Business that his heart of gold couldn't shine through the rough exterior. His wife breaks under the strain of living with him and ups and leaves him to pursue her course around the world as amateur lady golf champ. Mr. Murdock promptly has a nervous breakdown and is advised to take up golf. He does, and, through his caddy, learns a great deal more than how to play just that game. He meets his wife again on a golf course and, with the aid of a good game and the caddy, Mr. and Mrs. Murdock are re-united.

It's an unpretentious, frankly hokum little story, that has been so well directed and acted that even the sophisticates will get a hearty laugh. In fact, we have a sneaking suspicion that Leo McCarey, the director, is entirely responsible for the worth of the whole production. He has put in some swell gags and the whole picture looks as if the director had worked it out from his own inspiration. Mr. McCarey is credited for a share in the dialog—we think it must be the lion's share.

This is the first time that we have ever seen Edmund Lowe in a light comedy part and, while he looks a bit uncomfortable in the opening scenes, as the picture goes on the spirit gets better and better and Mr. Lowe emerges triumphant once again. Leila Hyams, as the wife, is O. K. and Walter McGraill as the "heavy" is excellent. Tommy Clifford, as the little Irish caddy, is a natural, lovable kid and when he cries for his dog, the tears are genuine. A great deal of the picture belongs to this child and he earns a great big hand for the entertainment value he gives it.

●

Paramount Going in for "Confessions"

"Confessions of a Debutante," alleged to be the novel of a society girl, is to be made by Paramount, with Mary Brian and Phillips Holmes in the leads. This will precede "Confessions of a Co-ed," which was announced recently.

U. A. Stars To Aid Its Battle

(Continued from Page 1)

permit Jolson or Cantor the use of his stage for propaganda purpose.

"No Propaganda," Says Hayes

Dena Hayes, the Garfield manager, told a reporter from this publication:

"Eddie Cantor and Al Jolson are being sent out to make personal appearances here Tuesday night. I have been promised that they will appear at both evening shows. The purpose of their appearance is to entertain my audiences. If either starts any speech attacking Fox West Coast, I shall ring down the curtain.

"I am not in any argument between Fox West Coast and United Artists. I play United Artists pictures and that is all my business with that company. I have always found courteous opposition here from Fox West Coast and I do not intend to become involved in any quarrel.

"I talked to Mr. Oldknow and to Mr. Goldwyn and I told them precisely the same things about my attitude in this matter. I say again, I will not permit Mr. Cantor, Mr. Jolson nor anyone else to make speeches from the stage of my theatre, attacking Fox West Coast or anyone else."

As a reprisal to this stumping, it is rumored that West Coast theatres are having a trailer prepared to be run in their houses, stating that entertainment is first and last, so far as their audiences are concerned, that the Fox houses have always made every effort to give their patrons the best in pictures, and will continue to do so.

Matter of Percentage

Although insiders see a different significance in the present unheaval, Fox and U. A. claim the whole cause of the battle is the demand of U. A. for 25 percent, plus 50 percent of everything over house expense, for Fox to play U. A. pictures; with Fox replying that they are willing to play the pictures of United Artists, but will not give more than 17 percent for the privilege, adding that "we are willing to pay Mr. Schenck and his U. A. group the same price that is being given them in the Publix and Loew houses."

One executive of Fox, who does not want to be quoted said:

"We have never made any money out of United Artists pictures. We might have made a little on one and lost some on another, but at the end of the year our check-up has been in the red in so far as their pictures are concerned. Mr. Schenck claims he has to get more money for his pictures than other producers because United Artists spend more money on their negatives. If this expenditure were on the screen and brought in the necessary customers it would reflect in our statements at the end of the engagement, but so far we have seen no such results."

Many Shorts in Work at Pathe

Pathe is planning an extensive and ambitious program of shorts, production on which will start very soon. The first will be "Sea-Going Sheiks," an original by Bob Carney and Si Wills in which they will be featured, with Wallace Fox directing.

Fred Guiol and Arch Heath are working on a story for Franklin Pangborn, and they are also writing "Monkey Shines," a mystery comedy. Hugh Cummings is a work on a story for Eddie Gribbon and Dot Farley, and Harry Frazer, recently signed, has two in work—"Parents Wanted" and "Safety First."

Charles Callahan is preparing one of his Rubeville comedies, the first of this series to be made at the Culver City studio.

●

Milestone Bringing "Front Page" Script

Lewis Milestone left New York last Saturday for Hollywood, via the Panama Canal, with the New York edition of the "Front Page" screen treatment. It will take at least another month to put the Hollywood flavor to this script, and by that time Howard Hughes will be ready to start on the much-delayed story.

●

Texas and Michigan Ratify Exhib. Contract

New York—Abram F. Meyers, counsel for the Allied Theatre owners, announced that the Allied Exhibitors in Texas and Michigan have ratified the standard exhibition contract and arbitration rule.

PRODUCTION NOTES

Kenyon Nicholson, author of "The Torch Song," is adapting "The Up and Up" for Universal, assisted by Ann Price.

●

Monta Bell and James Whittaker are collaborating on the adaptation of "Fires of Youth" which Bell will produce for Universal.

●

Robert Ellis has been signed for "Caught Cheating," the new comedy at Tiffany, featuring Charlie Murray and George Sidney. Frank Strayer is directing.

●

John Blystone has been assigned by Fox to direct El Brendel's next starring picture, "The Janitor."

●

Douglas Doty assigned to collaborate with Tom Reed on the screen treatment for "Steel" at Universal.

●

Edna Mae Oliver and Arthur Lee to "Assorted Nuts" at Radio, with Eddie Cline asigned to direct.

●

"X Marks the Spot" is the title of the new underworld story to be produced by Tiffany. Jack Natteford and Ed. T. Lowe authored.

THE Hollywood DAILY REPORTER

Vol. 1, No. 49. Price 10c — TODAY'S FILM NEWS TODAY — Monday, November 10, 1930

U.A. STARS TO STUMP

TRADEVIEWS
by W. R. Wilkerson

WHAT is in back of this United Artists' upheaval against Fox West Coast? It can't be a matter of the reported 8 per cent difference in the percentage price. There is something deeper and more serious. What is it and who is in back of it?

We have been informed that United Artists are playing their pictures over the Publix and Loew chains on a 17 per cent basis. Why then, should Schenck insist that Fox pay his group 25 per cent with a split of 50 per cent of all over the house nut for the run of the U. A. pictures?

There is a nigger in the woodpile some place and someone ought to smoke it out and stop all this chatter being given the daily press, a chatter that is doing the entire business nothing but harm right at a time when the industry can least stand it.

•

THERE are rumors that Sam Goldwyn is back of the whole mess because West Coast did not click its heels at the thought of playing "Whoopee."

There is another rumor that Schenck is staging this whole battle to get back at Harley Clarke because of the reported fact that Clarke was supposed to have sided with the Electrics in a question that was very dear to Schenck's heart.

Both rumors. They may be true. But certainly there is something back of this "declaration of independence" that has not been printed yet and something that has a personal equation.

•

THERE is no question that United Artists pictures come out burdened with a greater negative cost than almost any other pictures, for the reason that the U. A. stars and producers lift a pretty heavy load of kale for their individual efforts. But all of this does not make the pictures good or any better than other product exhibitors can buy from other companies.

Exhibitors are only interested in what they can make out of a picture and not what the picture costs.

Bar Children

Quebec.—The police have ordered strict enforcement of the law which forbids children under sixteen from attending theatres of any kind. The law was passed following the Palace Theatre fire in Montreal, where 77 children died.

"Business Good" Says Butterfield

Detroit—W. S. Butterfield, chain theatre owner in this territory, is out with a Pollyanna yarn regarding business. The Colonel says that receipts are increasing in every one of his 80 theatres and credits this to a better condition in employment throughout his territory. He feels confident that this condition will be extended nationally within a very short time.

Will Take The Rostrums Of Theatres Opposing The West Coast And Give Their Side Of The Fox-U.A. Battle

This battle between Fox West Coast theatres and United Artists is being taken to the public in every conceivable form, with the hope of winning box-office favor for each side.

Joseph Schenck has hit upon a plan of sending star members of United Artists into houses opposing West Coast for personal appearances, free to the exhib. The intent is thought to be the presentation of the United Artists "declaration of independence" to the public by this method.

Al Jolson and Eddie Cantor will start the ball rolling with their joint appearance at the Garfield theatre in Alhambra tomorrow night, in conjunction with the theatre's showing of "Whoopee." But the house manager of this spot will not

(Continued on Page 2)

Will Hays Leaves for New York Tomorrow

Will H. Hays, who came to Los Angeles to speak at the Academy dinner last Wednesday night, will leave for New York tomorrow. He will be back in January to stay six weeks.

Former Mgr. Sues Gloria Swanson

Suit for $45,000 has been brought against Gloria Swanson by her former business manager, Maurice Cleary, who alleges that the money is due him as a result of an agreement between Miss Swanson and himself at the time he negotiated her contract with United Artists.

Cleary says that he received $10,000 cash and her note for $15,000. He was also to receive, he says, $7,500 a picture for each of the six she was to make for U. A., if the picture netted more than $200,000. He says three of the pictures have earned enough to justify his claims.

•

Schlessinger To N. Y.

M. A. Schlessinger, General Talking Pictures head, left for New York last night, after a two weeks' stay here. Before leaving he said:

"Both Western Electric and our organization have moved to have the trial date set forward in the Western Electric appeal from the Judge Morris decision, granting our organization patent rights in talkie equipment, and we hope to have the situation clarified once and for all in a very short time."

•

B. & K. Grabs Houses

Chicago—Balaban & Katz, a subsidiary of Paramount-Publix, has taken over eight houses in this territory during the past ten days.

M.P.T.O.A. CONVENTION OPENS IN PHILA. TODAY

Philadelphia—The M.P.T.O.A. opens a three-day convention here today. Lewen Pizor, president of the theatre owners of Eastern Pennsylvania, Southern New Jersey and Delaware, will make the opening address, and the speech of welcome will be made by President Gadsden of the Chamber of Commerce. The formal opening speech will be made by President M. A. Lightman, and this will be followed by the reports of the Board of Directors and the National Secretary.

After the naming of the committees on resolutions and credentials, the convention will hear addresses by M. E. Comerford, Lieut.-Gov. James, Oscar Hanson and Ed. Kuykendahl. Monday night there will be a dinner dance at which Eddie Dowling, Joe Brandt, Al Lichtman and Carl Milli-

(Continued on Page 3)

Small Towns Will Be Asked Score Charge

New York—It looks as if the small town exhibitor is going to be compelled to pay score charges with the opening of the new mid-winter selling season.

Paramount, Radio and Fox are said to have instructed their salesmen to make a score charge of $3 to $3.50. They formerly held out for $5.

•

AMPA Honors "Hy" Daab

New York—The AMPA at its last meeting honored "Hy" Daab, advertising and publicity head of Radio, for his great merchandizing campaign on the Amos 'n' Andy picture, "Check and Double Check." Daab is due in Hollywood, Wednesday.

RICHARD BOLESLAVSKY is a name you will see listed among the best ten directors, within a year.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

PARAMOUNT STUDIOS

With the completion of three features last week, Paramount takes a drop of two features below normal, with four features in work, one in final preparation and eight in final editing stages.

Features Now in Work

"DISHONORED"—From an original by Joseph von Sternberg and Daniel Rubin. Co-featuring Victor McLaglen and Marlene Dietrich, with Von Sternberg directing.

"STAMPEDE"—From the Emerson Hough novel, "North of 36," with Grover Jones and W. S. McNutt credited with screen treatment. Edward Sloman directing, with an all-star cast.

"UNFIT TO PRINT"—An original story by Vincent Lawrence and Max Marcin, starring George Bancroft, with John Cromwell directing. O. H. P. Garrett wrote the screen treatment.

"NO LIMIT"—From an original by George Marion, Jr., with Viola Brothers Shore and Salisbury Field on the screen treatment. It is being directed by Frank Tuttle, with Clara Bow starring.

Feature in Final Preparation

"BUY YOUR WOMAN"—Adapted from a play by Roy Octavus Cohen, with Bartlett Cormack and Louise Long on the treatment. Story is co-starring Paul Lukas and Kay Francis.

Features in Final Editing

"THE RIGHT TO LOVE"—From the novel "Brook Evans" by Susan Glaspell, with Zoe Akins on the treatment. Directed by Richard Wallace and supervised by Hector Turnbull.

"FIGHTING CARAVANS"—From novel by Zane Grey, with Keene Thompson, E. H. Paramore, Jr., and Agnes Brand Leahy on the treatment. Directed by Otto Brower and David Burton, with an all-star cast.

"JOHNNY ON THE SPOT"—Starring Jack Oakie, from the story by Percy Heath and Joseph Mankiewicz. Edward Sutherland directed.

"MOROCCO"—From an original story by Joseph von Sternberg, with Bonno Vigny and Jules Furthman on the treatment. It co-features Gary Cooper and Marlene Dietrich, with Von Sternberg directing. Hector Turnbull supervised.

"THE DERELICT"—Starring George Bancroft and directed by Rowland V. Lee, from the script by William Slavens McNutt and Grover Jones. Supervised by E. Lloyd Sheldon.

"TOM SAWYER"—With an all-star cast, taken from the Mark Twain novel. Screen treatment by Sam Mintz, Grover Jones and William Slavens McNutt. Directed by John Cromwell, and supervised by Louis D. Lighton.

"SEA LEGS"—From an original by George Marion, Jr., with Marion Dix on the treatment. It stars Jack Oakie, with Victor Heerman directing and B. P. Zeidman supervision.

"ALONG CAME YOUTH"—From an original, with Maurice Bedel on the treatment. Picture stars Buddy Rogers, with Lloyd Corrigan and Norman McLeod co-directing under the supervision of J. G. Bachman.

Theatre Owners Meet

(Continued from Page 1)

ken will speak.

Tuesday will be a solid business day, devoted to reports, nominations and election of national directors. The day's speakers include Sidney Kent, Franklin Irby, Mike Simmons, C. H. Bunn and Major Thompson. The convention banquet will be held Tuesday night. At the speakers' table will be Harry Knapp, A. M. Greenfield, Harry Warner, C. C. Pettijohn, Eddie Dowling, Maj.-Gen. Smedley Butler, Harry Mackey, Congressman W. P. Connery, Con McCole, M. A. Lightman, J. David Stern, M. E. Comerford, R. F. Woodhull and Sidney Kent.

Wednesday will be devoted to new business, the reports of committees and the election of officers, following which there will be an open forum for discussion of important questions.

Barsky Back at Tiffany

Bud Barsky has given up the miniature golf business because of depression in that field and has returned to the Tiffany studios to assume his former position of associate producer.

His first assignment will be that of producing the Ken Maynard series of western features.

•

"Sportlights" Abroad

New York—The Grantland Rice Sportlights are to be shown in France, Belgium and Switzerland. Pathe is already distributing its Fables and its Vagabond Adventures throughout France.

•

MGM Buys "Maskee"

Ernest Paynter's short story, "Maskee," which was published in the American Magazine, has been bought by MGM.

Music Leaders

Following is a list of the twelve best sellers in sheet music for the New York territory, as reported by the Plaza Music Company for the week.

"Little White Lies," Donaldson.

"Springtime in the Rockies," Villa Moret.

"Betty Co-ed," Carl Fisher.

"Go Home and Tell Your Mother" ("Love in the Rough"), Robbins.

"When the Organ Played At Twilight," Santly.

"I'll Be Blue Just Thinking of You," Feist.

"Kiss Waltz," ("Dancing Sweeties"), Witmark.

"If I Could Be With You" ("One Hour Tonight"), Remick.

"I'm Yours"—Famous.

"I Still Get A Thrill Thinking Of You," Davis Coots.

"Body and Soul," ("Three's a Crowd"), Harms.

"Moonlight on the Colorado," Shapiro-Bernstein.

Geo. Olsen Upsets Tradition in Music

Instead of the song plugger trying to entertain the orchestra leader, George Olsen turned the tables last week and entertained the song plugger at his own expense.

Establishing what is considered a precedent in music circles, George Olsen took it upon his own shoulders to invite every music publishing representative of Los Angeles and their friends to his club in Culver City as his guests.

•

Waiting at the Piano

With MGM the latest openly to declare all hands off screen musicals, for the time being at least, it leaves five major producing organizations carrying a music department. These are Paramount, Pathe, Radio, Fox and United Artists.

The latter are sitting tight and watching for that picture that will bring musicals back in popular demand. When this arrives there will be another mad scramble for musical talent, but the boys will be much more picture-wise than they were before and demand even greater salaries.

Our Research Material is an inexpensive way to secure "Production Value."

International Kinema Research

HE-8761 Hollywood Security Bldg.

PHOTOCOLOR

—CORPORATION—

1800 El Cerrito Place . . .

. . . . . GRanite 9569

Fine Campaign on "Life of the Party"

Warners' local advance campaign on "Life of the Party" is claimed to have been very much responsible for the box office records that picture is making at both the Hollywood and Downtown theatres.

The stunts engineered by Hubert Voight, publicity director at First National studios, included a living billboard truck that paraded the streets with a reproduction of Winnie Lightner's songs and dialog, amplified so that it could be heard for several blocks each way. Fifty thousand tabloid newspapers, kidding the principals of the picture, were distributed from house to house.

Twenty-four sheets were doubled, and one-sheets were plastered over the town. An advance radio campaign was carefully planned over Warner's own radio station and executed so intelligently that a ready-made audience was obtained long before the picture opened. A tie-up with Canada Dry ginger ale aided much in copping free advertising, that company paying for 200,000 placards that were plastered all over the town and in stores.

This was in addition to the extensive newspaper campaign, all of which paid in dollars at both box offices.

•

St. Louis Theatre Robbed by Employee

St. Louis—The Missouri theatre was robbed of $10,000 by one of its employees. So far, no trace of the robber.

•

Maybe More "Ingagi"

Prompted by the present cycle of pictures of the "Ingagi" type, Maurice De Kobra, world-wide traveler and author, is now in Hollywood, seeking a connection with some producer.

DICK POLIMER

Agency GLadstone 6159

Current Engagements

Franklin Parker

in "MILLIE"

A Chas. Rogers Prod.

Art Schwartz

Said It Was

'ONLY A MIDNIGHT ADVENTURE'

But

'TOMORROW IS ANOTHER DAY'

Which about covers everything in the present demand for popular songs from the—

Music Center of the World

HOLLYWOOD

ACCESSORIES

● ACCESSORIES are available from the Fox Exchanges . . special material available however, might prove of interest to you. On this page is reproduced a special twenty-four inch sheet used for the opening . . specially made up for this production . . this poster is available from the Western Lithographing Company, Los Angeles.

While the reproduction in black and white does not do this piece of paper justice . . still it is beautifully handled in its many colors and has proved a striking piece of paper for those who can use posters of this size.

A special trailer was also prepared for the Los Angeles premiere showing . . and has been suggested for all Fox West Coast Theatres by that circuit.

Here is the trailer.

What we have to tell you.

(Fade Out)

. . Must be told differently . . sensationally . . dramatically—it must ring of the imaginative . . it must intrigue you with the thought . . "What is this world coming to . . are there no limitations to the possibilities of the audible screen?

(Fade Out)

Just Imagine . . the youth of today in 1980 . . just imagine a rocket plane carrying you to the hidden planets lying above the veil of mystery that is the Milky Way! Just imagine a love controlled by the State . . just imagine aerial traffic lanes through which roar mighty airplanes — just imagine a city rearing its grotesque . . yet imposing head into the skies!

(Fade Out)

"Just Imagine" is a new note in entertainment because it brings to reality the dreams of Jules Verne—"Just Imagine" is the climax and harmonious clash of drama . . spectacle . . young love . . melody —the music of De Sylva, Brown and Henderson — the masters of tone who have time and again created new styles in song and musical form . . it is the wedding of every art in brilliant . . pulse-stirring entertainment.

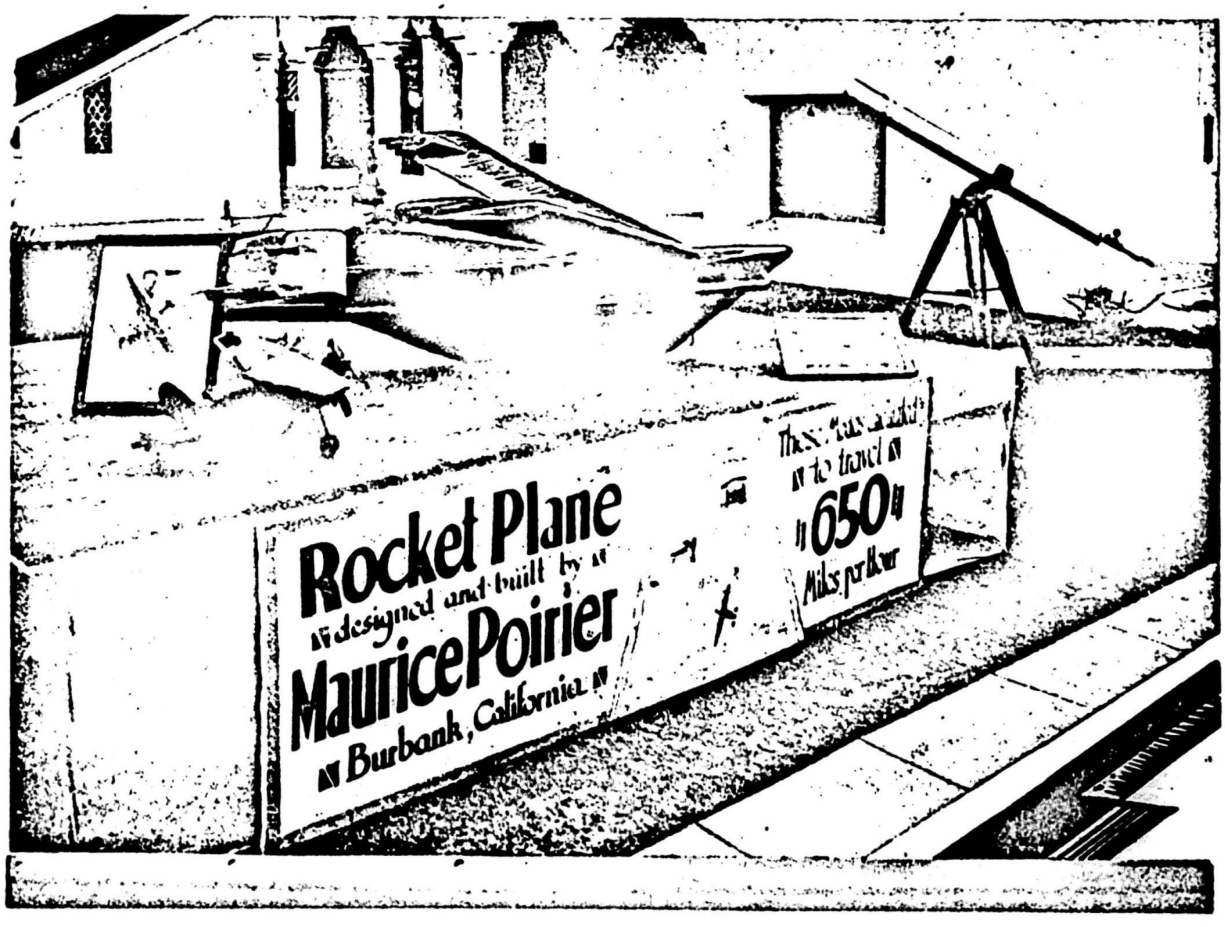
. (Fade Out)

We ask you to watch our advertisements on "Just Imagine" . . because we believe the talking screen is seeking . . . here, there, everywhere—trying, nobly, to find something different—and because we believe "Just Imagine" is that "same different" and the forerunner of a new era in the theatre! (Fade Out)

"Just Imagine" is a De Sylva, Brown and Henderson-Fox Movietone production . . . directed by David Butler . . who made "Sunny Side Up"—it stars El Brendel . . with Maureen O'Sullivan . . John Garrick . . Marjorie White . . Frankie Albertson—with thousands of others!

(Fade Out)

● BELOW is reproduced a display used during the showing of "Just Imagine" at the Carthay Circle . . you will note it included several models of the rocket plane and a regular plane . . also a telescope for a glance at Mars . . this is a replica of the plane used in the picture for the trip to Mars.



Imaginative Stars

• At the right none other than El Brendel . . L stands for laughs in every picture in which he appears . . he makes no exception of "Just Imagine."

• These noted players are augmented in the picture by a cast numbering into the hundreds . . Hobart Bosworth and other well known names are included . . in addition to the many girls and characters employed to play the roles of the inhabitants of Mars. . . A cast that spells box-office.

• Above Marjorie White and below Frank Albertson . . these two play opposite each other in this production.

• Maureen O'Sullivan plays the dramatic lead. . . This Irish lassie is remembered for her work with John Moormack in "Song O' My Heart."

• Above is John Garrick . . the fellow who flies to Mars . . he is recalled for his fine work in "Sky Hawk" and other releases . . he comes from the speaking stage.

ADD TO YOUR BOX OFFICE WITH THESE JUST IMAGINE IDEAS

● IN THAT portion of this issue devoted to Let 'Em Know, many suggestions have been given you . . possibly that portion of it devoted to advertising will prove of service to every theatre that will show this production . . in the reproduction of the advertising copy lay-outs, copy has been given you that you can convert to your own use regardless of how large or how small your theatre might be.

Although this is a good picture, do not treat it lightly and feel that it is going to pull them in anyway . . while it will do just that . . but with the proper showmanship back of it . . it will prove one of your big box-office gets of the year.

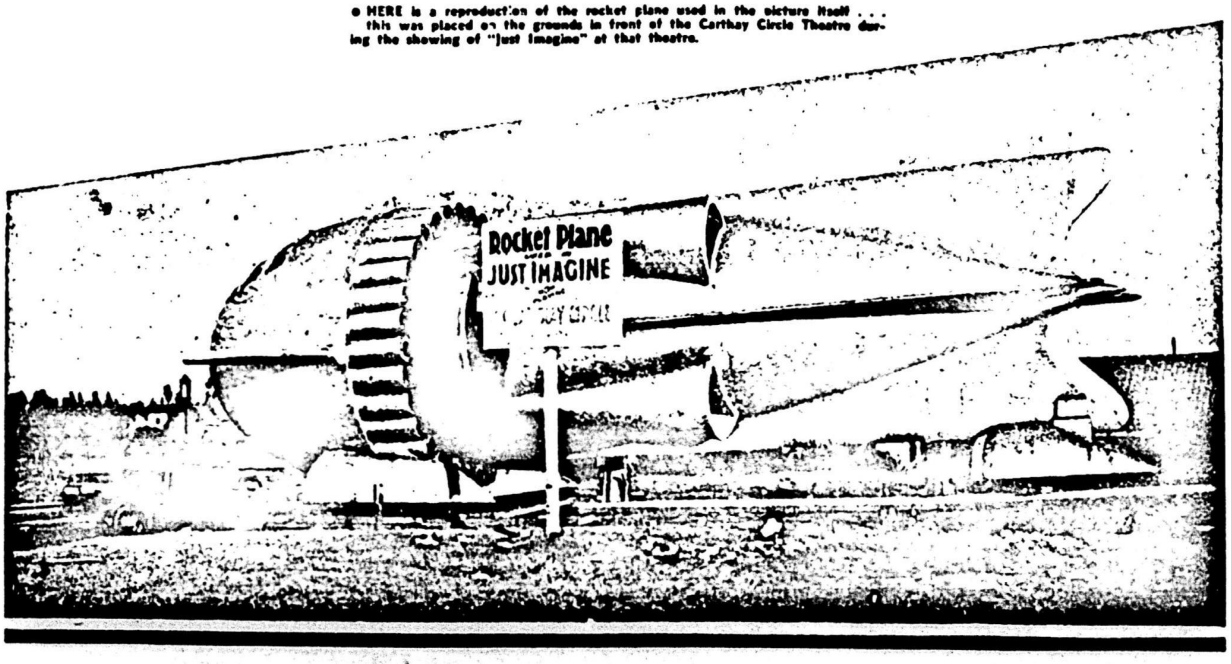
Do not neglect your lobby . . you can afford to start some sort of lobby display in advance . . nothing big . . but something to get them interested in the novelty of the picture . . some that will impress them with the bigness of it. Plenty of stunts were suggested for your lobby . . carry a few of them out . . do something . . do not just put up a few frames and let it go at that . . the more work you put gack of this picture . . in fact any good picture, the greater will be your returns.

● IT might be well in some instances to launch a teaser campaign. This picture lends itself to such type of advertising. . . You can play with those two words Just Imagine indefinitely. . . You can have them Imagine anything that might be likely to happen in the future. . . Imagine a pill making a full meal. Imagine flying to Mars. . . Imagine bringing the dead back to life. . . Imagine everyone having a number instead of a name. Imagine prohibition in 1980. And so on indefinitely for as long as you wish to run this teaser campaign. It can consist of as much or little space as you wish . . depending upon your town . . your papers and the price of space. We believe, however, you will find that new paper advertising will pay you handsomely on this picture. . . It permits you to get strong illustrations before your readers, together with good copy. You will also find it in practically every case the reviews will find something to rave about in this production.

If you want to work up a contest for the best suggestion of what will happen in 1980 . . giving a prize of some sort . . you will find a keen interest. . . This does not necessarily take the form of an essay . . however, it will have to be a written statement. . let's call it a letter . . for the best letter telling what the greatest improvement will be fifty years from now . . a prize will be awarded . . attempt to secure prominent judges for a contest of this kind. You can call it the "Just Imagine Contest" to tie it up with your picture. . . This is very simple. . and will be well worth any prize you might offer. . . It will be cheap advertising. You might be able to secure newspaper co-operation and have them each day print the best letters received that day. You will secure some very funny answers and some very fanatic. A few of these can also be posted each day in the lobby of the theatre.

It will not be necessary to pick a winner every day . . if the contest runs over a week, let it be the best for the entire week, with those picked out daily as the final entrants at the end of the week . . this will keep interest in it . . with a few knowing they are in the running, but not sure they are the winners.

● HERE is a reproduction of the rocket plane used in the picture itself . . . this was placed on the grounds in front of the Carthay Circle Theatre during the showing of "Just Imagine" at that theatre.



Three Musketeers Of Music...

De Sylva, Brown and Henderson . . the greatest living writer of popular music . . . have contributed their talent to the making of the most talked of pictured ever produced.

• THE "Three Musketeers of Popular Music" are so inseparably associated in the public mind that it is but fitting and proper that a biographical sketch of one should be linked with that of the others.

B. G. DeSlyva, better known as "Buddy," Lew Brown and Ray Henderson have set and maintained a pace in the musical world never approached by any individual or any other combination of song writers in history.

Popular hits radiate from their studio with the same regularity as sunshine in California. Established as a publishing firm a little more than two years, they have already produced and marketed more popular songs than all the old line publishers together over a period of a decade.

One achievement of this indefatigable trio is to have four Broadway musical shows running to capacity business at the same time on New York's Great White Way. And they missed having five simultaneous productions by a matter of a few weeks. The four shows now running on Broadway are "Three Cheers," which served to introduce Will Rogers in the new role of a dancing and singing comedian; George White's "Scandals," "Hold Everything," and "Follow Thru." "Good News," the sensational musical comedy hit of last season, went on the road shortly before "Hold Everything" was produced on Mazda Lane, or DeSlyva, Brown and Henderson probably would have set a record for all time of five productions in the same city at the same time.

In addition to their muusical productions, they have written a number of separate song hits the latest of which is "Sonny Boy" which added considerable lustre to Al Jolson's fame and served to introduce Davey Lee as a new child star of the screen.

DeSylva was born in New York City, but became an adopted native son of California shortly after when his family removed to Los Angeles. The future song writer budded forth as the class poet in Los Angeles High School and laid the foundation that has made him America's foremost song lyricist.

He enrolled in the University of Southern California and attended for some time, but the desire to become rich and famous through the medium of song was stronger than his yen for a classical education. And so next we find the young man strumming a ukelele, with a yellow lei about his neck, with an "All-Hawaiian" band at the Vernon Country Club, a resort with two bars, a crew of bouncers and no golf links.

Al Jolson, on one of his periodical theatrical tours, visited the Vernon Club one night seeking relaxation and heard Buddy singing a song of his own composition "N'Everything." Jolson arranged to take over the song which he incorporated in his then current production of "Sinbad" and took DeSylva to New York with him.

Under the sponsorship of such a famous performer, DeSylva blossomed out as a full fledged song writer with "April Showers," "Alabamy Bound," "Memory Lane," "When Day is Done," and "California, Here I Come," to his credit. Sung by Jolson, they soon swept the country as popular song hits, several of them still finding a ready sale. In addition he collaborated on productions such as "Follies of 1921," "Sally," "Orange Blossoms," "Big Boy," and "Queen High."

And then he and Brown and Henderson collaborated on "Manhattan Mary," George White's "Scandals" and several other productions.

"Why don't we go into the publishing business?" DeSylva inquired of his partners, as success and wealth started coming their way. The others agreed provided they could get the proper man as their business manager. They obtained Bobby Crawford, financial genius extraordinary of the song world. He had, and still has, the reputation of being able to "spot" a song that will become a popular hit within five minutes after hearing it for the first time. Under his direction the concern flourished like the well-known bay tree, and Crawford was installed as senior member of the firm. His word is law, and his partners submit their new songs to him for approval just as the merest tyros. If he gives them his O. K., they are published. So far he has never picked a "flop."

Lew Brown, the gag man of the trio, started life in the classical atmosphere of New Haven, Conn., seat of Yale University. At an early age, however, his family removed to New York City and Lew was reared in the metropolitan atmosphere.

His forte was comedy lyrics and while still a youth he sold a whole batch of them to a song publisher for $6.00. One of his first songs, sung by Belle Baker, was "Please Don't Take My Lovin' Man Away."

Then he went into high, and turned out "Yes, We Have No Bananas," "Last Night on the Back Porch," "Collegiate," "Don't Bring Lulu," "Dapper Dan," "I Want to Go Where You Go," "I'd Climb the Highest Mountain," and others of that sort. Then he joined the great triumvirate.

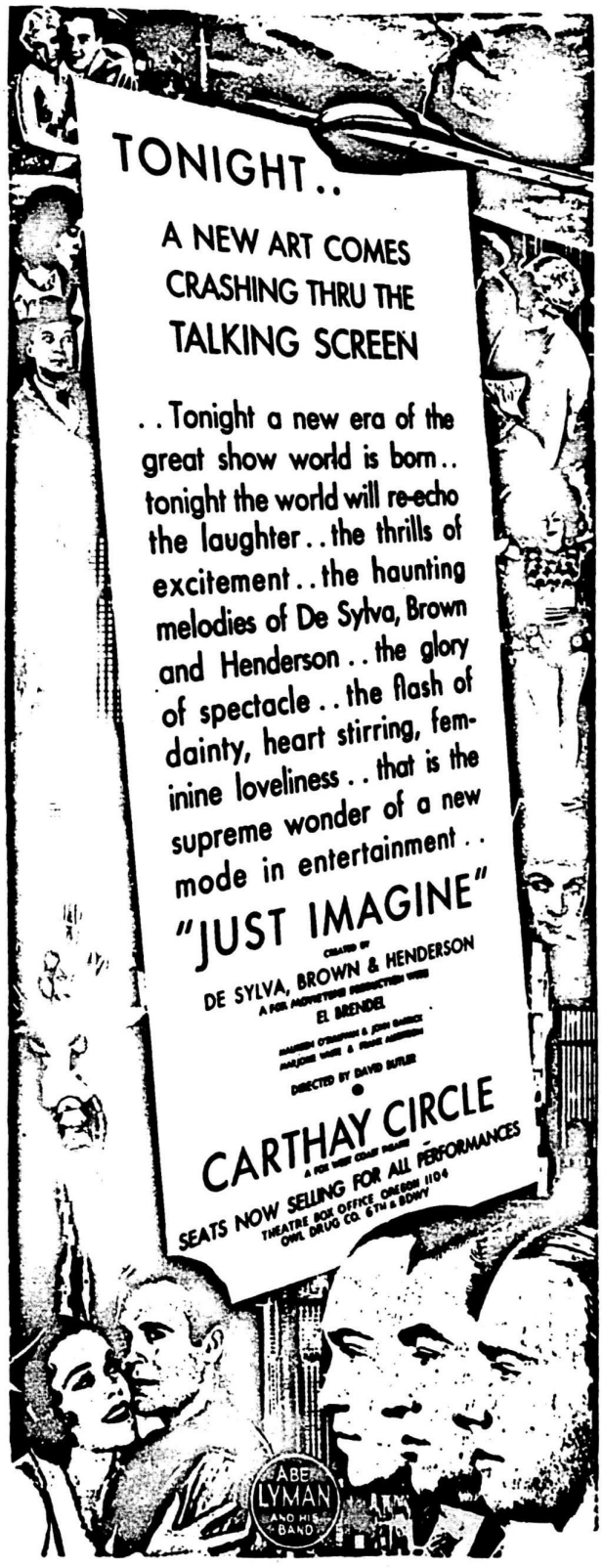
Ray Henderson is the composer of the combination. He is a native of Buffalo, N. Y., and graduated from the University of Buffalo, where he majored in music. Later he taught piano and played the organ in various Buffalo churches, but that life proved too tame and he switched to jazz which eventually led him in Broadway's "Tin Pan Alley" with the firm of Leo Feist, Inc., as pianist. The arranger and orchestrator were discharged one day, and Henderson volunteered to do their work on a score that had to be turned out the following day. He knew nothing about it, but studied a German book on the subject all night and turned out a passable job.

He went to work for H. B. Harms who published his first song, "Humming." Then came "Georgette," "That Old Gang of Mine," "Bye, Bye Blackbird," and others, and his first show was the "Scandals of 1925." Then he teamed up with DeSylva and Brown.

With the tremendous development of talking pictures, and especially Fox-Movietone, it was inevitable that this great combination of song writers should "go movie."

With considerable reluctance they abandoned their beloved Broadway and migrated to the Fox-Movietone Studio, Beverly Hills, California. Their first picture, "Sunny Side Up", was a tremendous success, and they have just started to work on a new contract which calls for four musical pictures in the next year.

EL BRENDEL



LET 'EM KNOW

Program Copy

● HERE is some of the copy run by the Los Angeles Times in conjunction with the four-column sketch shown on page seven of this issue. You can possibly utilize this in many ways . . as copy for your program . . it can be twisted around for a publicity story . . there are lines in it which can be culled for ads . . however . . here it is . . take advantage of it.

Buildings 250 stories high! . . Traffic on nine levels . . Rockets that shoot from star to star . . Airplanes that land on the roofs of buildings . . A whole meal in a capsule that can be swallowed at one gulp . . No,—this isn't a Jules Verne dream induced by a welsh rarebit . . It's New York in 1980, as foretold in the new Fox picture, "Just Imagine!" . . A picture of the great set showing the metropolis fifty years hence—the most intricate setting ever created for pictures . . It took 205 engineers and craftsmen five months to build it, at a cost of $168,000 . . It was designed after long conferences with noted artists and scientists who dare peer far into the future . . The set stands in a balloon hangar at a former Army flying field twenty miles from Hollywood. . . Seventy-four 5,000,000 candle power sun arcs light the set from above . . Fifteen thousand electric light bulbs illuminate its buildings and streets . . DeSylva, Brown and Henderson, the trio responsible for "Sunny Side Up," conceived "Just Imagine!" . . The leads are played by John Garrick, Maureen O'Sullivan, El Brendel and Kenneth Thomson . . In 1890—people have serial numbers, not names . . Marriages are all arranged by the courts . . Prohibition is still an issue . . Men's clothes have but one pocket. That's on the hip . . But there's still love! . . Don't laugh! Our granddaddies laughed at the thought that men might fly! Fantastic? Certainly —but stranger things have come to pass than those which have been portrayed in this dream New York of A. D. 1980!

KNOW

That 'Just Imagine" . . . is one of the greatest pictures they have ever seen . . . a howling comedy . . . a magnificent spectacle.

Verne wrote of have happened. Try to tie up book stores on the Jules Verne stories, on H. G. Wells book of the coming world of tomorrow. A card could say—

THEY SAID THE DREAMS OF JULES VERNE COULD NEVER HAPPEN . . AND MANY OF THEM DID . . "JUST IMAGINE"

WHAT MAY HAPPEN IN 1980!

The De Sylva, Brown and Henderson drama of the impossible will give you a peek into the future.

(Theatre and Date)

Then . . with this play . . scatter scenes from the production. Using the Mars pictures and those of the airplanes flying over the city of 1980.

A better campaign to doctors . . using as art the scene showing the medical and scientific clinic where El Brendel is brought back to life. Then the message to read . .

AS A SCIENTIFIC MAN YOU WILL BE INTERESTED IN "JUST IMAGINE"

Just imagine our city . . your patients . . in 1980! Just imagine a man, dead since 1930 . . brought back to life in 1980! Just imagine the city of the future . . with its rush of life—scientific foods, love and marriage controlled by the state. You think it can not happen . . believe it or not . . it does happen, in "Just Imagine."

(Theatre and Date)

Develop Ideas

• I HAVE given you the best of all I can think of to help you successfully exploit this picture. I have told you what the studio thinks of it and a synopsis of the story . . a trailer that I have tried to make as unusual as the picture is itself. I have outlined the cast . . who they are and what they have done. Some of the highlights in the careers of the co-producers . . De Sylva, Brown and Henderson have been listed. There is also a batch of "Just Imagine" gag suggestions and ideas for window displays.

Now I expect something from you . . something new, unusual and different. You're not expected to confine yourself solely to the ideas and suggestions given here. Their main purpose is to establish leads . . to plant the seeds of thought and action on your part. In this campaign there are undoubtedly many points that have been overlooked. No one man can think of all the salient leads and set them down in one writing. The limitations of time practically prohibit that.

If I can arouse in you the desire to improve on these campaigns . . to go them one better . . I'll feel that I have accomplished my real job. Rarely is there such a picture . . cure a title . . permitting you to exercise your own talents and ability. The ramifications of the idea of "Just Imagine" are limitless.

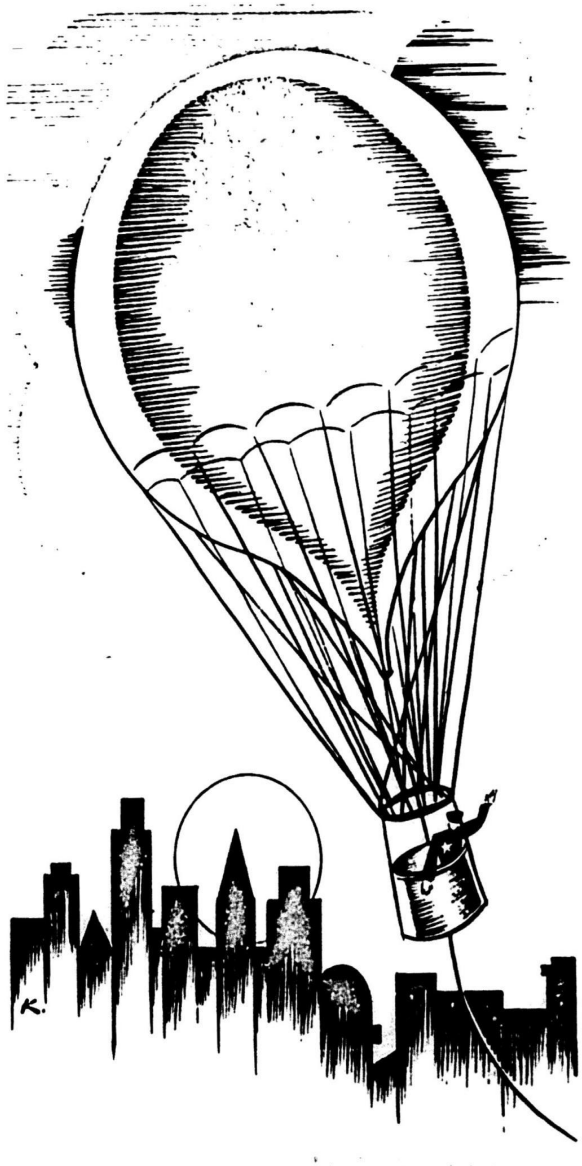
It's imagination that has built this great big modern world with all its wonders. If man dared not . . he never would progress. Stagnation would grip and kill him. You've got just as much right to dream . . dare as anyone ever had. If you have some idea that has rested dormant in the back of your skull . . now is the time to drag it out and find out for yourself whether it's worth anything or not.

There's only one admonition I'd add . . don't go off half-cocked. See that your idea is well developed . . carefully planned . . in order that you are not left in any embarrassing position. Whatever you do, let common sense govern your actions.

Get out of the rut. You don't wear the same suit . . the same shirt day in and day out for weeks. You wouldn't think much of a man who did. Apply that same thought to your exploitation and advertising. Your patrons tire of seeing the same thing in the same place continually. Change it and surprise them.

If you're going to use hallyhoo stunts . . make them just as radically different as you possibly can. If you contact a newspaper for any kind of a publicity contest . . well, the very title of the picture gives you all the leeway you want.

• BENEATH is the artist's conception of the stunt used at the Carthay Circle with a policeman in a captive balloon regulating traffic. This stunt can be reproduced in practically every community . . at least in a miniature way. A small balloon with a basket and dummy police with stop and go signs.



Balloon Gag

• ELSEWHERE is reproduced the night photograph and artist's conception of the great traffic balloon gag in conjunction with Just Imagine. Of all ballyhoos this is perhaps the best way to Let 'Em Know in this form of exploitation.

The stunt was actually pulled with every element of success by the Fox Carthay Circle Theatre, Los Angeles, where the picture had its world premiere.

The actual cost, with all the premiere frills . . was only $150.

In many instances this gag may be put on without any cost.

Here's the way it is done.

A small balloon, large enough only

• continued on page ten

• This reproduction is also from the opening campaign of the premiere showing of "Just Imagine." . . . Here is copy that rings true . . . has a sincere note and sells tickets.

LET 'EM KNOW

• continued from page nine

to hold up one man—a traffic officer—is made captive at an intersection most prominent as it applies to the location of your theatre.

It is held so that the officer is directly over the center of the intersection.

.. Spot lights are thrown upon the officer and the balloon. If brilliant effects are desired, these lights may be varicolored and kept flashing in swirling fashion.

The officer in the balloon basket has just enough room to turn right and left, signalling the traffic to proceed or stop . . perhaps with the added feature of a display signal . . green up . . red stop . . and that's all there is to it.

The novelty of the gag is striking, impelling, talk causing.

In addition, it is a gag in complete harmony with the theme of Just Imagine, for there is a traffic cop in the picture . . and he is in just such a balloon as we have described.

A photo of the balloon on your opening night is bound to crash any paper you want it for . . the by-word-of-mouth advertising invaluable.

Comments

• HERE is a word picture of the traffic balloon gag as it was actually put on in Los Angeles:

Just Imagine!

With the beams of four, twenty-four-inch colored inkies centered on the gleaming sides of the big sixty-foot bag, the balloon was visible in all directions of the vehicular traffic of Wilshire Boulevard, said to be the heaviest travelled thoroughfare west of Chicago. Thousands of cars driven by blase Hollywood citizens, to whom the blazing lights of an opening are an old story stopped to wonder as this innovation of traffic control, and then turned out to drive past the theatre to find out what else of unusual interest might be on display. That is showmanship.

Pedestrians gathered at the corners. Children came to gape in open-mouthed wonder. Then ran home to drag mother out to see. News cameras flashed. Reporters got the story. And through it all the flashing red and green lights from the alloon kept the flowing stream of cars moving in perfect rhythm.

"Just Imagine anything like that!"

"Why, I never heard of such a thing."

"How do they do it?"

"They say the picture is all about such things—New York in 1980—flying machines—and traffic control from the air."

"Yeah, that's it. That's what it's for. This cop in the balloon is supposed to represent how the traffic of the future will be controlled."

"Well, it ain't such a bad idea, after all. Wouldn't be bad if we had some of these now, judging from the downtown traffic. Great guys, these show people."

Those are just a few of the comments. Everybody had something to say, and all of it good. The balloon must go on record as the sweetest showmanship stunt of the month, if not for the season.

Perhaps the biggest lick of the whole stunt was in keeping the name of the picture, or any reference to it, off the balloon. There it was—no advertising—no plugging. Just a cop up in a balloon directing traffic as though it was intentionally what it really turned out to be: the best way of handling the traffic attendant upon a big opening. The attention thus attracted was wholly spontaneous, and the reactions genuine.

Using Straight Title

• THE TITLE alone suggests limitless possibilities of every kind of merchandising tie-up. Think of special sales . . window displays of bargains . . luring mercantile offers . . all hooked with the title such as . .

JUST IMAGINE these draperies at such prices . . JUST IMAGINE this dining room set in your home . . JUST IMAGINE being able to hear the world's best radio entertainment with this Philco receiving set . . JUST IMAGINE . . a gas range at such a low price as $60 . . JUST IMAGINE, we drain your oil, replace it with Texaco, free, with every ten dollars worth of gasoline . . JUST IMAGINE a home like this for a down payment of only $200 and $25 a month—just like rent . . JUST IMAGINE . . $10 a week saved in our special banking club means $550 at the end of the year . . etc. . . etc. . .

All of which just suggests what might be done, once you get started playing with such a title.

It means the door is open to you anywhere and everywhere. It means you can get into almost any window display you desire. It means cooperative advertising as wide and as far as you care to go, depending upon the energy you put behind this avenue of exploitation.

Special Stories

• UNDER the heading of JUST IMAGINE, your publicity stories offers to the imagination what ever you choose for a subject. To JUST

• continued on page thirteen

RADIO Hook-ups

The importance of using radio when and where available hardly has to be stressed.

But the proper use of the radio in these days when certain sections of the country are surfeited with poor programs is another thing.

The fact that you are on the air does not mean you are getting a fine lot of publicity . . it is what you do with that time which has been allotted to you or which you have purchased.

It should hardly be necessary to tell you the difference between a poor program and a good program . . you have heard both kinds and know.

People look upon radio as romance . . the same as they do upon their picture entertainment and their reading . . then to put the hard note of commercialism constantly befor them . . more disgusts them with what they are hearing . . the psychological reaction is that they have been annoyed in connection with the name of the article you are trying to sell them.

Just Imagine has wonderful music . . music that has been created by three of the greatest song writers of the present day . . If you can build a program in keeping with these numbers you will have sold your prospective customers.

Let's start with the title of the picture itself . . say you have been given or purchased fifteen minutes or a half hour . . Call it the just Imagine hour . . Start out with very little preamble and build your opening announement on having your audience imagine fifty years ago . . when there was no jazz . . no electrict light and the heighth of entertainment and accomplishment was to be able to play the parlor organ and sing such numbers as . . then introduce your numbers . . and so you can continue up to the present time . . giving them one of the latest numbers . . then jump them in imagination to fifty years from now and describe very briefly what might be going on from the picture itself and give them the musical numbers of the production "Just Imagine."

Instead of jumping at the program hap-hazard . . here you have an idea to build on . . you have something on which to premise an hour or a period of whatever length you might consume . . but most of all it is not a haphazard proposition . . If you have an organist or orchestra leader . . he can work with the manager of the radio station and whip up a program that will sell tickets because it will be enjoyed by the listeners.

The fact that you are on the air with something does not mean you are selling your product . . take a lesson from the chain programs . . they are continually jabbering over the radio . . they make their opening announcement . . then go into their program . . and every fifteen or twenty minutes when stations are announced they again identify the program with the advertiser . . This sort of thing must be right or the big chains would not handle it in that way . . in fact if you program your stuff in the same way . . the people will appreciate your consideration of them . . and you also have their undivided attention so that when you put on your announcement they are willing to listen.

The main thing, however, you have a period you can label . . Call it the "Just Imagine Hour" . . of course tie your theatre in, but not with every announcement . . For instance when the announcer introduces a number and possibly says something like this." Now, just let's imagine we are back in the Crinolin Days . . fifty years ago . . all we hear is the buzzing of the bees . . the crooning of the darky mammies and from through the lilac bushes out of the openin' window we get the strains of the parlor organ play . . then number is announced . . Do not plug your theatre in with this announcement . . keep your theatre and date announcements to the opening, closing and inbetween about every fifteen minutes.

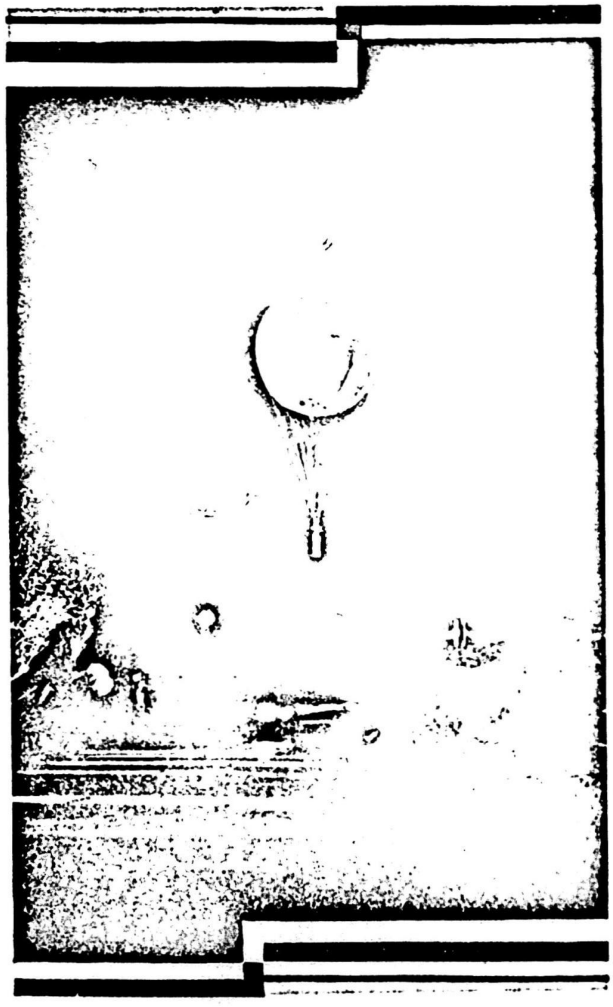
If you are not tied up with your station via your organist . . you can still supply a period of music on this idea with phonograph records . . the old timers are of course available . . and most likely are contained in the radio stations library . . the numbers from Just Imagine are made on both Victor and Brunswick records . . so from your music standpoint your program is complete.

In the event you have a daily tie-up with the radio station for furnishing them music via your organist for a certain period every day . . you can carry your campaign over the air for a week in advance. It would be well, however, in advance announce that the hour for that week will be the "Just Imagine Hour".

There is plenty of music available in the old style hits to build a brand new program of musical numbers every day . . the only repeat you will have is the numbers from the picture itself.

No matter how you handle this program . . whether you follow the suggestion we have given or not . . make it a smooth running program . . Your program cluttered with a lot of commercial announcement does not make any better hit with the listener than the program of the regular commercial advertiser which you sometimes are compelled to listen to and knock heartily while they are on

● BENEATH is reproduced actual photograph of balloon traffic cop . . . as the stunt was used for the premiere of the picture at Carthay Circle Theatre, Los Angeles.



LEW BROWN

RAY HENDERSON

NOW FOR THE GREATER INDEPENDENT SEASON

AT

TEC-ART STUDIOS

INC. OF CALIF.

JUST COMPLETED

Settings and R. C. A. Photophone Recording for

"The Midnight Special"

Another Chesterfield Production

●

NOW COMPLETING

Settings for the

"Phantom of the West"

A Mascot Serial

●

NOW STARTING

"The Gold Diggers of Hollywood"

Another Willis Kent Production
Settings and R. C: A. Photophone Recording

●

SOON STARTING

Settings for

Hollywood Syndicate Productions

The First of a Series of Six

Something About the Story . .

• JUST A superficial study of the story of "Just Imagine" will give you some conception of the bigness of this picture and an inkling of its showmanship possibilities.

Not until Mars is reached do you see anything that resembles being close to the earth . . the set depicts the immense skyscrapers of 1980 . . with airplanes serenely soaring through the skies . . each on their own level . . with traffic cops placed in captive balloons regulating traffic . . through a mechanical arrangement . . planes stop at will alongside of each other and the people chat.

Then there is a love story . . marriages are arranged by the courts . . people no longer have names . . they are given numbers.

A great experiment is attempted . . they have resurrected a man who died in 1930 . . they are attempting to bring him back to life . . here is a scene with many spectacular electrical contrivances . . the man stirs . . he starts rising from the chair . . he is brought back to life . . it is El Brendel.

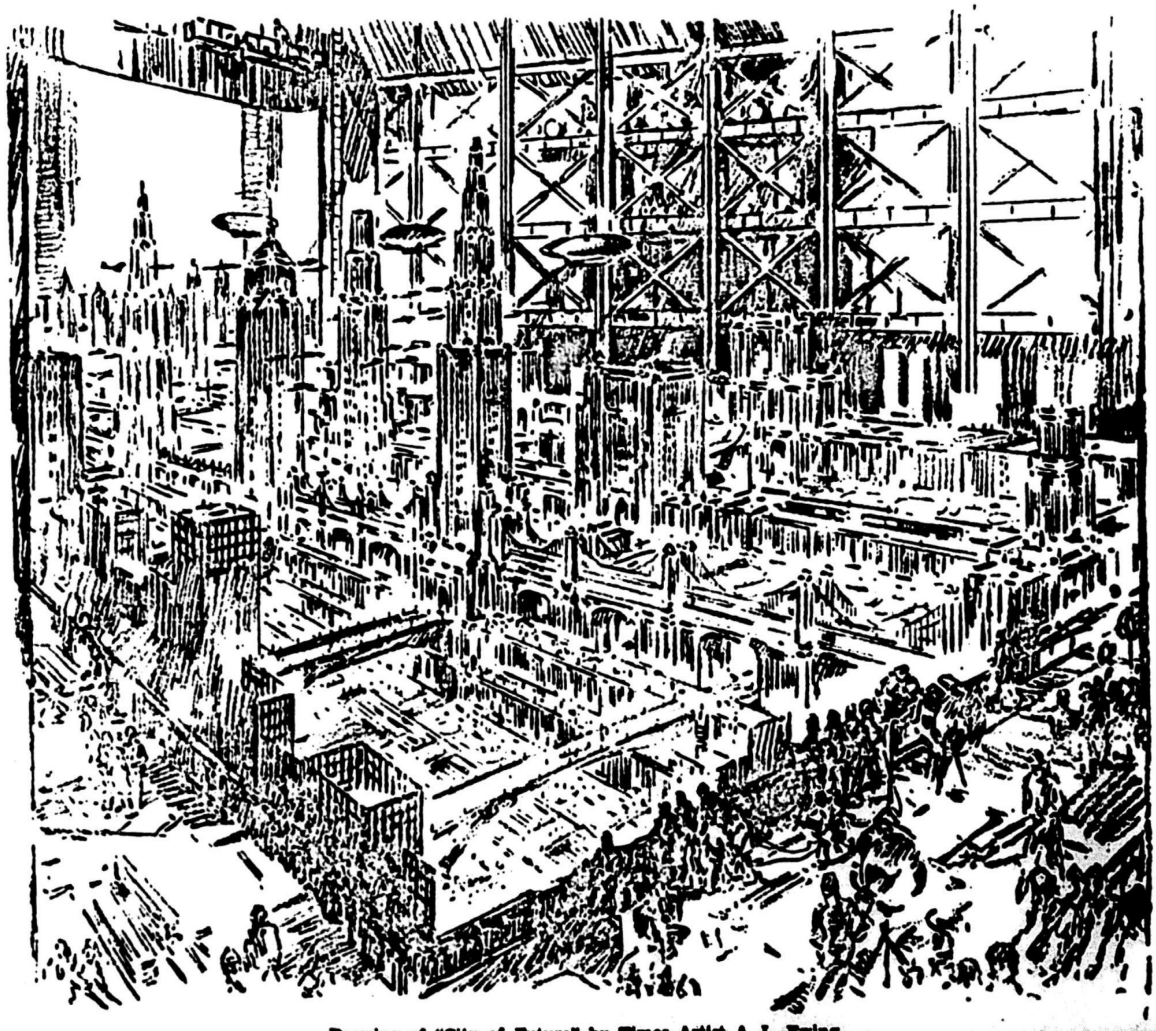
Television is in vogue in connection with telephones . . even when the door bell rings contrivances permit you to see who is at the door.

Then the trip to Mars is plotted . . El Brendel accompanies the adventurers . . while they cannot understand the language of the people of Mars . . Brendel does understand the language of love. Their escape from Mars and the surprise finish of the proof brought back by Brendel that the trip was really made.

While we have told the highlight very sketchy . . you can gain from this brief description that the imagination of the authors fashioned a good piece of entertainment. . . They brought enough of the human element into the picture to keep it in key with the viewers . . and sufficient of the imagination to entertain them with something entirely different.

The massiveness of the picture . . the strange angles it hits . . and the mode of life in 1980 will interest everybody and is the thing which has caused the saying . . the most talked of picture ever produced.

• THIS is a sketch of one of the impressive sets of "Just Imagine" . . . It was drawn by A. L. Ewing . . . staff artist of the Los Angeles Times . . . and appeared in that paper as a Sunday feature.



Drawing of "City of Future" by Times Artist A. L. Ewing

"Just Imagine"

SEYMOUR FELIX

DANCE DIRECTOR
of the following Ziegfeld successes
NAMELY:

"Rosalie" with Marilyn Miller . . . . . and Jack Donahue . . . . . .

"Whoopee" with Eddie Cantor—and originator of the stage version of the "STETSON NUMBER" now appearing in the screen version of "WHOOPEE" . . . . . .

"Simple Simon" with Ed Wynn . . . . . .

IS NOW

preparing with Harlan Thompson and
Ralph Block his first Picture as

DIRECTOR

ED MARIN, Assistant

JOHN GARRICK

KENNETH THOMSON

De Sylva,
Brown and
Henderson, Inc.

Three Song Hits
in
"JUST IMAGINE"

"OLD FASHIONED GIRL"

"YOU ARE THE MELODY"

"NEVER SWAT A FLY"

Are Song Hits
Everywhere!

Published by
De Sylva, Brown & Henderson, Inc.
Danny Winkler, Vice-Pres. and Gen'l Mgr.
745 Seventh Ave. New York City

SETTINGS THAT AMAZE

"Just Imagine" Has Conceived Something New In The Spectacular In Settings . . . Treatment and Thrills

• IMAGINATION runs riot in "Just Imagine." It's not a dream . . . rather it's a fantastic conception of the world fifty years from now, in 1980. A time when science has completely altered all present day standards.

Picture the New York of a half a century hence. Buildings towering 250 stories, regularly charted lanes for air traffic, multi-numbered traffic levels, great ocean liners docking at the doors of sky scrapers, traffic cops in captive balloons and a thousand and one amazing innovations. Fox studios spent more than a quarter of a million dollars in constructing this great futuristic city.

That's but one of the incidental highlights of "Just Imagine." Vision the marvelous rocket plane of which man is just now beginning to logically think. See it fly from Earth to Mars with fearful speed, accomplishing what science is now predicting. It offers a thrilling glimpse into a few future that few adults now living will see, but showing what to our children will be commonplace.

The Martian sequence has never before been approached in such breadth of conception and striking imagination. Present tendencies forecast the future New York, but the mind of man halts at speculating what our planetary neighbor and its people look like. Yet "Just Imagine" depicts an exotic and colorful world on that distant, gleaming planet.

Peopling that world is an amazing act. Every girl is beautiful, graceful and talented far beyond our belief. They form a splendid background for the new De Sylva, Brown and Henderson song numbers, and Seymour Felix's dance sequences, "Monkey Business" and "Dance of Victory."

Punch is packed into every scene in the picture from the startling meeting of two giant airplanes in midair over New York to the final fadeout, and through it all runs a tale of tender romance. Comedy finds its place at the very beginning when Frank Albertson calls his girl, Marjorie White, and the television reveals her in intimate attire. The novelty of the ultra-modern scientist's laboratory and the successful experiment in bringing El Brendel back to life and Brendel's startling reactions to the new world about him. The clever insertion of the new and unusual De Sylva, Brown and Henderson song and dance numbers.

Then the trip to Mars, preceded by Garrick's reception to keep his sweetheart, Maureen O'Sullivan from learning of the risk he is about to take. And the discovery as she watches, but too late, the bullet-like plane flashing through the night skies bound for the distant planet.

The landing on Mars . . the exploration of the marvelous new world and the discovery of the planet's inhabitants. The meeting with Looloo, the Martian queen and subsequent comedy scenes. Imprisonment, escape and the mad dash to the plane to take them back to Earth. Anxiety of Maureen and Marjorie over the fate of the adventurers that gives way to happiness when they return safe with proof of their daring journey.

The entertainment angle . . . of course is the most important . . this has not been neglected in conceiving this spectacle . . . An interesting story is woven through the picture . . a story which has love, romance and suspense . . then it has its comedy relief in El Brendel . . Brendel makes them laugh . . from his first appearance until the final fade-out . . he predominates the picture . . which means the picture is loaded with laughs . . so above all the thrills and things that will amaze you, you have a thoroughly entertaining production.

Thrill following thrill, with comedy and delightful music, skillfully interwoven, make "Just Imagine" the most talked of picture of the year.

THE Daily REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, Gen'l Mgr.
Frank T. Pope, News Editor
Executive and Editorial Office, 1606 North Highland Ave., Hollywood, California
Telephone HOllywood 4741
New York Office, No. 110 W. 40th St.
J. A. Milligan, New York Manager
Chicago Office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager
London Office 80 Wardour St. Paris Office 40 Rue Vignon. Berlin Office 83-84 Mauerstrasser.

Published and Copyrighted by Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year, U. S. and Canada, $10.00; Foreign, $15.00; single copies 10c.

Words of Praise from the Trade

Those Within The Industry Laud "Just Imagine" As One Of The Industry's Greatest Productions

• PRODUCERS, directors and stars unite in one voice to extoll the merits of "Just Imagine." Seldom has a picture received such approbation as was extended by personalities that mean so much in the motion picture world.

JOSEPH SCHENCK—"De Sylva, Brown and Henderson have produced a masterpiece in 'Just Imagine.' It is the finest entertainment of its kind. It is a picture that will do maximum business. Brendel is a great comedian. David Butler has directed one of the greatest pictures this industry has turned out."

LOUIS B. MAYER—"Now there is a picture that is different, new and at the same time entertaining. De Sylva, Brown and Henderson and Director Butler have turned out a magnificent picture, one that is going to enjoy unquestioned prosperity."

JOHN CONSIDINE—"This is the sort of great picture every man in Hollywood would like to have to his credit."

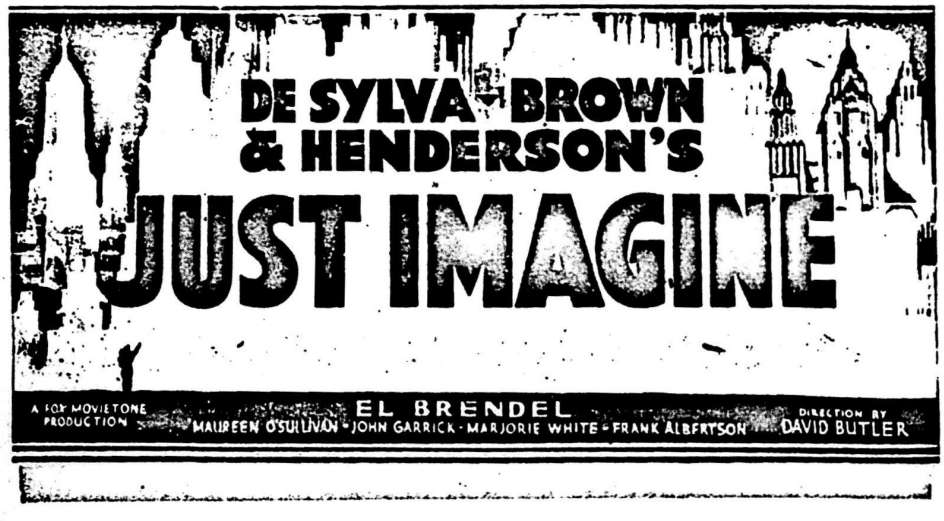
CHARLES CHAPLIN — "'Just Imagine' is one of the greatest pictures ever made. It will make more money than any other picture of its character ever produced."

GEORGE OLSEN — "How those boys can click hit after hit is beyond me. This one's got everything. Speaking as a musician I think it is going to give other producers something next to impossible to top."

IVRING BERLIN—"The boys have done a great job. This is the finest pieces of show property I've ever seen. The music is the finest ever incorporated in any picture. 'Just Imagine' is in for a record breaking career."

LILYAN TASHMAN—"It is beautiful! Lavish, gorgeous, splendid are words lacking to properly describe the appeal of 'Just Imagine'."

• THIS is a reproduction of the poster . . . It comes in colors . . . and can be secured from Western Lithographing Company, Los Angeles. The black and white reproduction . . . does not do this piece of paper full justice.



Read More
Quoted More
Valued More

●

Than Any Other Paper
in the Film Industry

●

Hears the News
Knows the News
Prints the News

THE Hollywood REPORTER

1606 North Highland Avenue TODAY'S FILM NEWS TODAY Phones HOllywood 4741-2-3

LET 'EM

● INCORPORATED in these showmanship suggestions are many which were given the managers of the Fox West Coast Theatres, in the official house organ of that circuit by Frank Whitbeck, director of advertising and publicity. The instructions go as official . . . and give a slant to the manager of the angle to be pursued in both advertising and exploitation.

Also the newspaper advertising reproduction given in this section were the work of Whitbeck for the opening campaign of this production at the Carthay Circle Theatre, Hollywood, where it has its world premiere.

Showmanship being the backbone of the industry, we have gone into great detail in outlining suggestions for a thorough campaign. Many ideas are given . . all can not be used . . however there are thoughts given that will benefit every theatre showing this picture.

● MORE IMPORTANT than anything else, you have a perfect right to shout ENTERTAINMENT when you LET 'EM KNOW about JUST IMAGINE. There is no doubt about it. Every element is there. Drama, oodles of comedy, spectacle galore, a riot of novelty, a delightfully educational phase, a gripping play on the imagination . . yes, everything one could possibly think of as Entertainment.

And keep that as the dominant role of your campaign . . JUST IMAGINE fairly teems with Enterment.

The Theme

● SO THAT you may have an idea of what it is all about we'll give you a brief synopsis of the story and the locale:

The picture opens with a scene of Fifth Avenue in 1880 . . the slow, easy day of our parents. It flashes into 1930 . . our day . . and then . . with a rush and roar you are in 1080.

Just as times have changed between 1880 and 1030 . . so has the world moved on in 1980. Traffic is all in the air . . lanes of roaring planes . . buildings rear their heads into the sky . . love, and marriage, are controlled by the state, we eat concentrated food but . . romance, love and laughter are just the same.

A boy, in love, to distinguish himself and win the girl of his heart . . volunteers to drive a rocket plane to Mars. Then . . the visit on that planet, its strange people and stranger customs, mad adventures . . haunting music . . beautiful women. Then the return to earth . . his reward and the girl.

Advertising

●"JUST IMAGINE" isn't a musical comedy . . neither is it a fantasy —you can hardly call it a romance . . neither is it, essentially, a comedy. It is all of these . . and more. It is entertainment . . it is the gamut of everything that your patrons will like and . . talk about.

Note the campaign . . get the spirit of the picture in these ads. They are different . . . they sound different . . they carry a different message—a new selling angle.

"Just Imagine," like most unusual pictures, isn't going to be easy to sell. It will require, and deserve, your best efforts. Our suggestion would be, if it is possible, see the picture before you start to work on it. The preview will give you a better understanding of what we are trying to tell you.

Window Display

● FOR a window display—

Can you dig up a gown of 1880 and then show it in a department store window compared with the modern gown of today . . then have a third figure . . with a card on it . . that will read—

IF THERE HAS BEEN THIS MUCH CHANGE IN STYLE IN THE LAST 50 YEARS
JUST IMAGINE
WHAT THE WOMEN WILL . . OR WILL NOT . . WEAR IN 1980!

Teaser Ads

● WITH the two principal male characters in "JUST IMAGINE" aviators . . a good exploitation angle is that of aviation. Figure for exploitation in the air . . some sort of tie-ups on that Rocket Plane.

What about small cards—say 4 inches long and 1 inch deep — to read—

JUST IMAGINE
what this world is coming to!
JUST IMAGINE
flaming youth in 1980!
JUST IMAGINE
a Lindbergh or a Coste flying a rocket plane to Mars in 1980!
JUST IMAGINE
. . . believe it or not . . the impossible does happen in "Just Imagine" Do they love . . do they pet in 1930?
JUST IMAGINE
what will be happening in 1980. Give me strength!
JUST IMAGINE
youth . . pep . . personality in 1980.
We ask you . . Just Imagine!
JUST IMAGINE
the best picture of the year because . . that's what "Just Imagine" is!

These can be distributed in cigar stores, soda fountains, in newsstands —anywhere and by any means that will cause people to read them and where they will excite interest in the title. When you have them printed . . have a different message on either side.

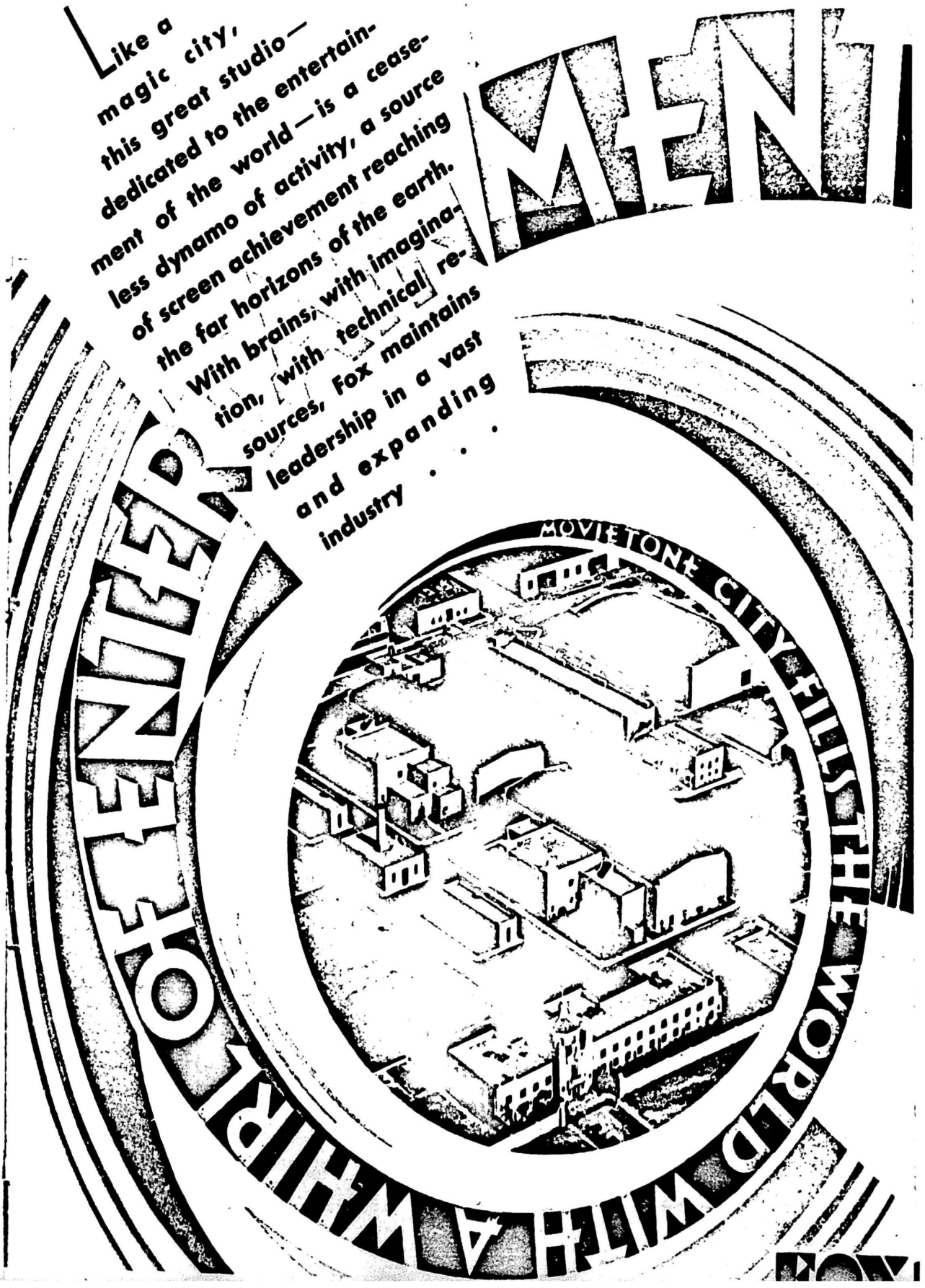
Tie-up

● YOU might go even farther with this idea . . in conjunction with the merchant gives a series of prizes for the best suggestions, or essays, on what women will wear in 1980.

Several decades ago . . Jules Verne wrote of the fantastic . . of what people believed could never happen. Many of the things that

● ABOVE ad has been reduced to one column for use on this page . . . It was carried considerably larger in the papers for this campaign . . . however, you will be able to grasp the power of the lay-out and also read the copy to determine the power of its selling angles.

● ALL advertising cuts reproduced on these pages were the work of Frank Whitbeck in his campaign for the premiere showing of this picture at the Carthay Circle, Los Angeles. Study them for copy and lay-out.


Like a magic city, this great studio—dedicated to the entertainment of the world—is a ceaseless dynamo of activity, a source of screen achievement reaching the far horizons of the earth. With brains, with imagination, with technical resources, Fox maintains leadership in a vast and expanding industry . . .
MENT
MOVIETONE CITY FILLS THE WORLD WITH A WHIRLOF ENTER

LAUGH SENSATION

WILL ROGERS

in

Henry King's Production

LIGHTNIN'

with LOUISE DRESSER

Joel McCrea Helen Cohan

adapted from the stage success

produced by

JOHN GOLDEN

Pretty dames getting quick Reno-vation, unloading husbands while Rogers unloads laughs. Greatest screen role of clown prince of entertainers. For December release—a Christmas plum!

FOX

The PRINCESS and the PLUMBER

with

CHARLES FARRELL

Maureen O'Sullivan H. B. Warner

Story by **Alice Duer Miller**
Directed by **Alexander Korda**

Ultra romantic. Just what the young people and the women want. The story of a handsome young American plumber who won the heart of a princess. Charles Farrell, most popular of male stars, in just the sort of a role the public wants him in. Laughs, love interest, surprises.

RENEGADES

with

WARNER BAXTER

Myrna Loy Noah Beery

Strange, stirring, elemental story of four men and one woman with background of Foreign Legion and fighting. Love, loyalty, treachery and unforgettable climax.

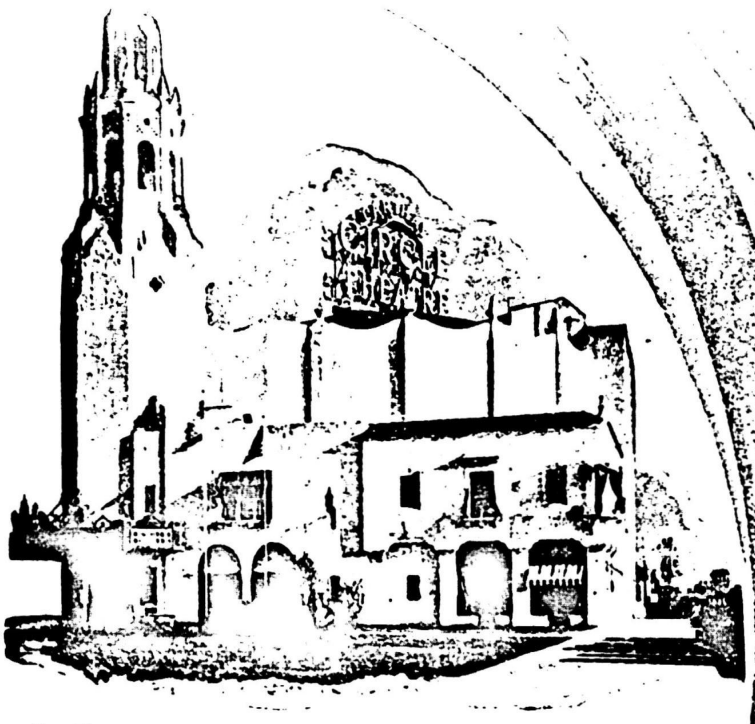
Directed by **VICTOR FLEMING**

DeSylva, Brown and Henderson's

JUST IMAGINE

Successor to "Sunny Side Up", Cream of Comedy Romance

Directed by DAVID BUTLER



Packing 'em in for 4th week at Carthay Circle Theatre, Los Angeles. Here are 6 reasons why: EL BRENDEL, Maureen O'Sullivan, John Garrick, Marjorie White, Frank Albertson.

Raoul Walsh's

The BIG TRAIL

with JOHN WAYNE
MARGUERITE CHURCHILL
EL BRENDEL

Tully Marshall
Tyrone Power · David Rollins

Coast to coast sensation.

In 5th week at Grauman's Chinese Theatre, Los Angeles.

Crowds trying to get into world's largest theatre, the Roxy, New York.

FOX

THE HOLLYWOOD REPORTER DAILY
Daily (Except Sunday)

W. R. WILKERSON .....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Duran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

The wife of one of the screen's best known comedians finds it very difficult to live up to her reputation which, so far, has been practically spotless. Among her inhibitions are uncontrollable yearnings for tea-dates with strange young men and solitary sipping of the cup that cheers.

•

One of the reasons why the "mills of the gods grind slowly" may be explained by the fact that, if you bust into a story conference over at Paramount, you will usually find the writers hard at work over a checker board!

•

Among the orchidaceous creatures whom one would least expect to be athletic, is Mary Duncan. Believe it or not, she is scheduled to play in a tennis tournament at Malibu on Sunday.

•

Jack Blystone is a happy guy. Not because he is up to his neck in a tremendous success ("Tol'able David") but the fact that the picture he directed finally reached the screen.

Blystone is under contract to Fox, and that organization loaned him to Columbia. When he finished shooting, Fox summoned him to return to that lot and would not permit him time to cut the picture, although Fox had no immediate work for him to do. Jack was all hot and bothered, but now that the picture has been shown and he has seen all his work kept intact, he is happy. And he should be.

•

Proof that the motion picture actresses are always acting was demonstrated in an emphatic manner at a recent meeting in the office of a studio executive when he called all local reporters for an important announcement. While discussing the most important part of the statement, the actress was sitting at the big exec's desk eating her lunch, which was spread out before her.

"BAT WHISPERS" GOOD, BUT A LITTLE TOO SLOW

"THE BAT WHISPERS"
United Artists

Direction ..... Roland West
Stage Play ....Mary Roberts Rinehart and Avery Hopwood
Screen Play ..... Roland West
Photography ..... Ray June
Magnifilm Photography .....
.....Robert H. Planck
Film Editor.....James Smith
Cast: Chester Morris, Grayce Hampton, Maude Eburne, Spencer Charters, Gustave von Seyffertitz, William Bakewell, Una Merkle, Wilson Benge, Richard Tucker, Dewitt Jennings.

Old-fashioned mystery thriller that carries more suspense than actual excitement. Will be shown on both wide and narrow film and should prove more generally effective on a regulation screen. Carries plenty of creepy atmosphere, but misses fire in the climactic moments. It has great exploitation angles for the exhibitor and will draw its share of paying customers.

The story is that of the "Bat," a gentleman with a superiority complex and a penchant for proving it by daring robberies and a nonchalant disregard for human life. There are several murders, a sub-plot or two, excellent comic relief and several loose ends. The loosest is the Doctor, who is left locked up in a closet and completely forgotten. The identity of the "Bat" will not be divulged, but one of the drawbacks of the film is that, in at least two instances during the course of action, the mystery uncovers itself.

The use of the wide film is most effective in the opening sequences,—outdoor shots and scenes photographed at an agle. However, taken into a drawing room and used in close-ups, the effect is out of all proportion to the stage, mainly because of the lack of depth. The impression given us by the use of the wide film, particularly in the close-ups, is of sitting almost on top of the screen. The faces and figures seemed huge and we wanted to move back as far as possible and give them room. The photography is uniformly beautiful and the camera has been used most artistically. However, Mr. West has seen fit to allow the use of the roving camera rather too generously. The opening shots were thrilling, but after awhile, in repeating the same trick so many times, its effectiveness wore thin. It became a game of guessing whether we would be downstairs looking up, or upstairs, looking down, and moving one way or the other in order to get into a room.

Acting honors go to Grayce Hampton as Cornelia Van Gorder, Spencer Charters as the non compos mentis caretaker, and Maude Eburne as the hysterical maid, through whose seemingly dumb idea of setting an iron trap the "Bat" is finally caught. Chester Morris plays his part with great relish, and is rather a disappointment. In view of the splendid work of which he is capable, it is too bad that mugging should be allowed to mar his performance.

The stage play, with its more compact action and indiscriminate suspicion-slinging, was, to us, more effective. The picture, as it now stands, is a bit too lethargic in its action for this type story, except in its comic moments.

Cinema Products, Inc. Sues Fox on Patents

New York.—Cinema Products, Inc., has instituted suit against Fox, alleging infringements of its patents for treating and coating films and plates. Demand is made for an accounting of earnings.

•

Hy Daab to Coast

New York—"Hy" Daab, advertising and publicity director for Radio Pictures, has been summoned to the coast by Joseph I. Schnitzer, regarding "Cimarron."

Laemmle Denies Shutdown Rumor

Wishing to discount all rumors of a shutdown at Universal, Carl Laemmle, Jr., said they had enough pictures on the prepared list to keep them working to capacity until next March. The features in final preparation, which must go through without any interruption are "Fires of Youth," "Seed," "Saint Johnson," "Steel," "Merry-Go-Round," "Behavior of Mrs. Crane," and "Mississippi."

•

Marjorie Daw Ill

Marjorie Daw, wife of Myron Selznick, is extremely ill in a New York hospital as a result of a ruptured appendix.

•

Warner-F.N. Join Sales

(Continued from Page 1)

Milder as assistant to Ezell, and Andy Smith and Gradwell Sears will act under Depinet. F. J. McCarthy, M. W. Davis, W. J. Brandt, Truly Wildman, Joseph E. Luckett, J. V. Allen, Floyd Brown, William Warner, C. K. Olsen, Joe Hebrew and H. S. Dunn have been called to New York from their exchanges for special work in this realignment.

THE HOLLYWOOD REPORTER
TODAYS FILM NEWS TODAY

PUBLISHED EVERY WEEK DAY

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

------Use This Blank and Mail to-------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....

Address.....

City.....

Occupation.....

LET 'EM KNOW

• continued from page ten

IMAGINE what the dress wear of a woman will be in 1980 . . to say nothing of what mere man will wear . . premises a series of publicity stories that almost suggests a contest, a debate, or what-have-you in controversial angles.

JUST IMAGINE what the motor car of 1980 will look like . . and whatever it looks like it will be built by "Buick," etc.

Inasmuch as the picture, itself—JUST IMAGINE—shows the 1980 motor car, what the women will wear, what the men will wear . . and a thousand other different JUST IMAGINE slants, your publicity stories, like your exploitation, is unlimited.

Contests

• ESSAY contests for high school students, art students, students of architecture, etc . . are all open for the wide range of what might happen . . be in vogue . . fifty years from now.

Whoever may be your judges, whatever may be your prizes . . and these, of course, are easily promoted from some mercantile establishment behind the thought of the contest . . your wide range of interest continues to engulf every patron of this and that art or profession.

If there is a newspaper tie-up possibility you are sure set for a real box-office fling with whatever contest you may elect. But, start now . . getting your plans laid . . what sort of contest will prove most beneficial . . what element of patronage you plan to go after . . and then get the town talking on JUST IMAGINE what this or that will be like a half hundred years hence.

Air Angle

• WITH the use of the rocket plane . . there is an airplane angle that can be worked to good advantage . . you can take this from the model standpoint built by the youngsters of your town . . if you have had such a contest or your paper has had a contest of that kind . . possibly you can get the use of these models for display either in your lobby or some nearby empty store . .

The picture from this angle will have a strong appeal to the youngster who is interested in aviation . . it also will have another angle that would interest them . . and that is that in 1980 it is possible to park an airplane in the air at any point a person wishes by means of propellers in the wings . . whether this is a physically possible feat . . still it is interesting to air enthusiasts . .

Rocket Stunt

• YOU can also make a display with the sort of rockets used on the Fourth of July . . By securing a supply of these . . not necessarily loaded and displaying in connection with a small model airplane explaining that rockets such as these on a larger scale were used for the trip to Mars . . by El Brendel and other members of the cast. A little ingenuity will permit you to build these on a small model airplane for a display . .

The ascension of the rocket plane is really sensational . . it is one of the outstanding spectacles of the production . . it is something everyone will be interested in and talk about.

While it is not possible to do everything suggested in these columns, still it is felt that among the things given there are at least some that can be used by your theatre . . every one can not fit every theatre.

Plan First

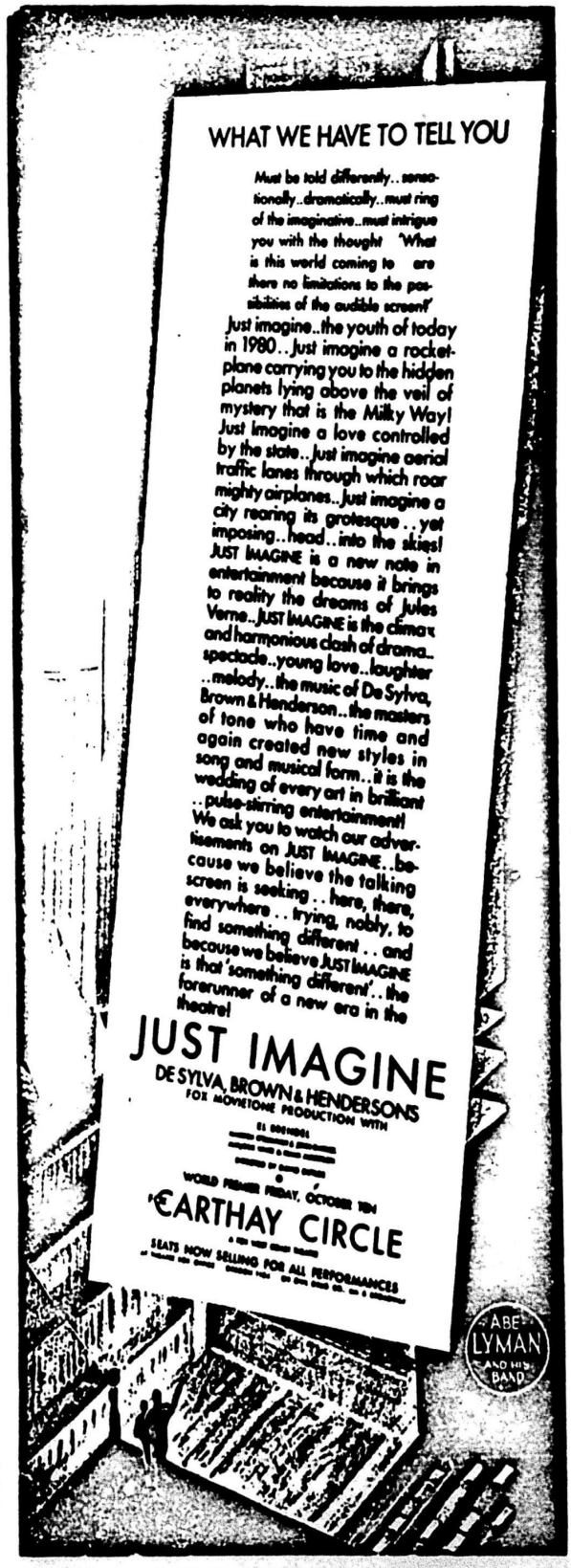
• WHATEVER you do . . plan your campaign . . do not just shoot wildly and indiscriminately . . it is too big a picture to give a wrong or cheap impression . . I believe it is entirely out of order to put in a ballyhoo of a postered wagon running around town with a loud speaker in it . . showing some three or six sheets posted over some older posters drawn by a nag or a wheezing motor . . there is nothing in the world that will cheapen a good picture more quickly than a cheap ballyhoo.

For some reason or other some theatres are addicted to this type of exploitation . . it is cheap . . it started with the circus many years ago . . but even the circus has dropped it . . dropped it cold . . they know it does not end dignity to the type of entertainment they are conducting today. . .

If a store was selling high class clothes . . or merchandising of a better order . . they certainly would not use this type of propaganda . .

Your seats are your merchandise . . your show is the thing they are buying . . why give them the impression it is something shoddy . . something cheap . . just another of those things you are shouting about . .

Exploitation is a dangerous piece of showmanship if not handled properly . . if not conducted along dignified lines . . even the lowliest slap-stick comedy will not lend itself to shoddy exploitation . . in fact it would be better to do nothing at all than to do it cheaply.



The Reporter Daily

November 8, 1930

Music Store Co-operation . . .

THE De Sylva, Brown and Henderson Publishing Company has been active throughout the country in lining up the music stores for both sheet music . . records made by Victor and Brunswick and music rolls.

This means easily effected tie-up with your music stores for windows when you play "Just Imagine." The popularity of this publishing house . . plus the fact that the numbers they have created for this production are popular hits will mean an eager cooperation on the part of practically every music store in your community.

You will find your music dealer is prepared to work with you. They realize the finest opportunity for selling their sheet music on this product is when the picture is playing your theatre. . . You can supply them with stills from the product to help the window display.

In addition to the sheet music there is also the records and music rolls for the piano. These records can be worked by the radio stores through their phonograph hook-up. . . . They can be used for radio programs in the event you have a tie-up with a radio station.

You might be able in conjunction with one or the other of your music dealers to offer a few of the records as prizes in some of the contests you might conduct. . . . The store will be glad to furnish the records for the publicity they will secure.

In any event . . take advantage of these things . . . they are means of exploitation that speak for you wherever they are demonstrated. You might be able to sell the music stores a special "Just Imagine" sale . . in which you can work out a co-operative ad with them helping you make up a page or two of ads.

This co-operative advertising idea can also be put over with other merchants . . in a "Just Imagine" Bargain week . . in which they hold a special sale . . the words will work in well especially on their prices . . where they can say "Just Imagine" this beautiful fur coat at so much and so much.

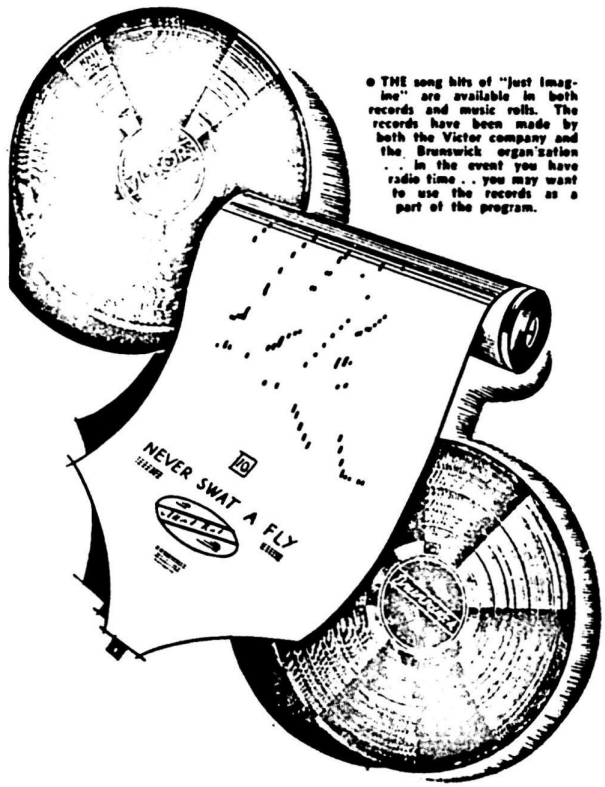
There are also the display of records and music rolls in windows with stills of the production which many music dealers will be glad to give you.

If you feel you want a radio phonograph in your lobby to play these records one or the other of the dealers would be glad to loan you the radio for the occasion for the credit he would receive on the display card on the radio itself.

• THAT the thousands of music jobbers and dealers throughout the world should await the genral release of Fox Film Corporation's second De Sylva, Brown and Henderson production, "Just Imagine" with so much impatience is not at all surprising, for this sensational comedy is in possession of that which music industry needs most imperatively at the moment—genuine hits. No less than three positive song hits grace this novel entertainment of incessant laughter and appealing romance, they are, first "An Old Fashioned Girl"; second "Never Swat A Fly" and, third, "I'm Only the Words, You Are the Melody."

Not since more than two years ago when popular music was given the most sensational boost in its history by the then new mode of screen entertainment, the sound picture, has the tune business shown such tremendous interest. The reason is apparent; the music industry needs not only popular hits but song successes that attain the highest standard ever achieved. The songs Buddy De Sylva, Lew Brown and Ray Henderson have conceived for "Just Imagine" serve the purpose to the very last letter.

For about nine months music publishers, jobbers and dealers have literally begged writers and composers to completely forget the past standards and to strive for the attainment of a mark that would in all truth launch a new era in the business. The cry was universal. A new rhythm, a new fashion — something genuinely new and original; something that would point to the future, something as different from the past as day is different from night. Indeed, an assignment extremely difficult in its every phase, but then this was an order that fitted in nicely with the plans of De Sylva, Brown and Henderson, for in "Just Imagine" they had conceived an entertainment vehicle revolutionary in its very prase.



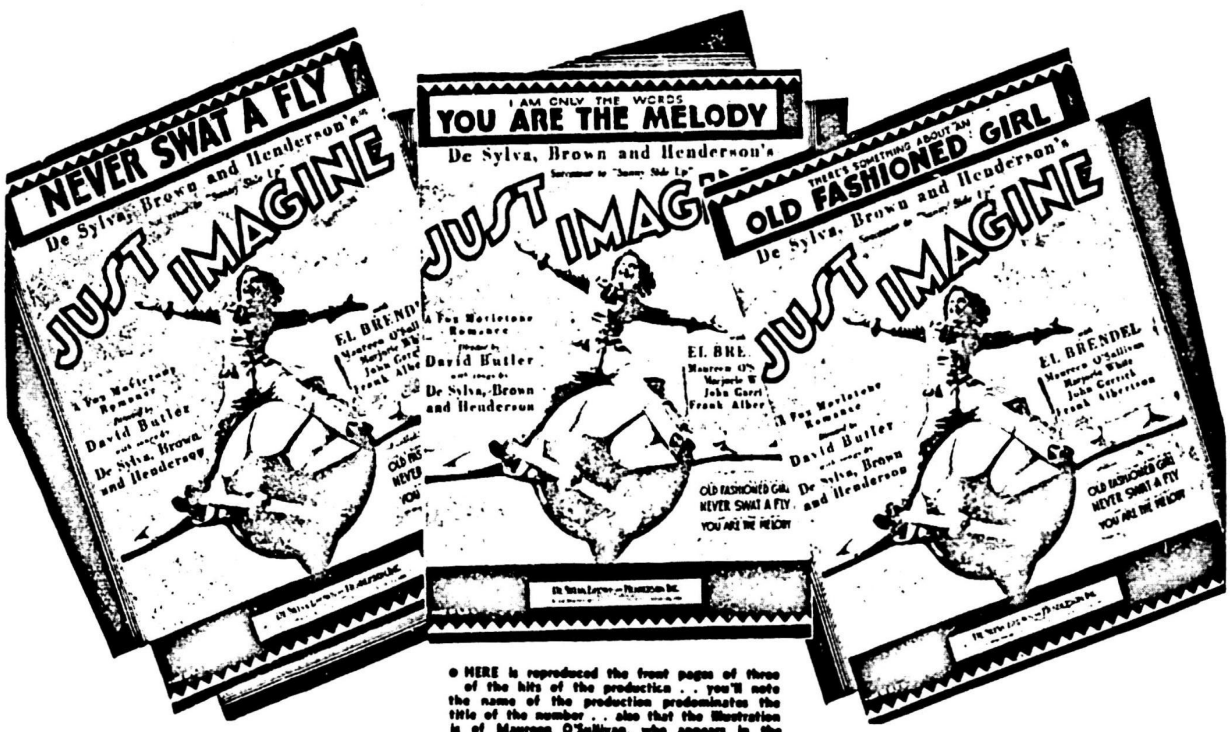
• THE song hits of "Just Imagine" are available in both records and music rolls. The records have been made by both the Victor company and the Brunswick organization . . in the event you have radio time . . you may want to use the records as a part of the program.

There is nothing secretive about the hit qualifications of the "Just Imagine" tunes. They have been tried and proved popular hits. Even before the first crank was turned the success of "An Old Fashioned Girl," "Never Swat A Fly" and "I'm Only The Words, You Are The Melody" had been acclaimed by reason of the fact they had, without any advance notice, been "dogged" on an unsuspecting public just as Broadway stage shows are "tried out" in New Haven, Providence, Atlantic City, Washington or Pittsburgh. There was no chance-taking in the numbers incorporated in "Just Imagine." They established the hoped-for new and revolutionary note in music—a note that stablished itself on an unprecedented basis even before the picture was started by reason of the innumerable inquiries received by orchestra leaders and radio stations that had been utilized in ascertaining in advance whether or not they possessed hit qualifications.

Therefore, the present rejoicing among music jobbers and dealers is understandable. They no doubt know that in these three numbers they have hits that will dwarf results achieved by any number written by De Sylva, Brown and Henderson either for a stage or screen vehicle. There is no doubt that these three numbers will exceed in popularity and in total sales that record enjoyed by the first production these "three wise men of entertainment" made for Fox Film Corporation last year, namely "Sunny Side Up."

The music jobbers and dealers already are besieging Fox Film exchange managers with requests and dates when this picture will be presented locally. This is done for a double purpose: first, the music industry realizes that the local exhibit of "Just Imagine" will centralize and maximize local interest and attention on the irresistible and catchy rhythm and lyrics incorporated in "An Old Fashioned Girl," "Never Swat A Fly," and "I'm Only the Words, You Are The Melody," and, secondly, these business men are not unmindful of the indispensability of exhibitors cooperation and tieups.

Dan Winkler, General Manager of De Sylva, Brown and Henderson, Inc., which is handling the publication distribution and exploitation of the music from "Just Imagine," in co-



● HERE is reproduced the front pages of three of the hits of the productica . . you'll note the name of the production predominates the title of the number . . also that the illustration is of Maureen O'Sullivan, who appears in the picture.

operation with the distributing forces of Fox Film Corporation under the direction of Vice President J. R. Grainger, has effected a medium of cooperation that will profit both the exhibitors and dealers. This method of cooperation involves advance showings of "Just Imagine" for the entire local music trade. Through the showings retail dealers will ascertain in advance of the opening of the picture the hit merit.

These showings of the picture for the music trade, involving not only the dealers but clerks selling music, phonograph record stores, radio station managers, and hotel and dance hall orchestra leaders, are nothing new with Fox Film Corporation for this procedure played an important part in establishing the hit status of "I'm A Dreamer," "If I Had A Talking Picture Of You" and the other numbers from "Sunny Side Up" last season.

They mobilize the efforts of everybody having any hand whatsoever in the exploitation of the songs. This maximum cooperation is thus assured in a minimum time.

That Fox Film Corporation should be anxious to allow the music trade to hear the songs and to ascertain their spotting in the picture in advance of the showing is evidence enough of the guaranteed hits qualifications of the numbers. At the same time these showings assure for the jobbers a maximum cooperation from the retailers and kindred aides. In other words, the retailer is not asked to render cooperation blindly, but under this method he knows in advance exactly the extent of the hits in the picture. Also these advance showings serve as a guide for the music retailer in the volume of music he will require and that he must buy from the jobber.

This arrangement too obtains for the exhibitors a guarantee of exploitation of the numbers and affords him considerably more time in which to concentrate his other advertising and exploitation efforts in conjunction with this gigantic money making production.

"Just Imagine" from the music angle, as well as from the entertainment and production viewpoints, stands as the greatest achievement in the meteoric careers of three men whose efforts have resulted in the release of the greatest money makers either stage or screen has had in the past six years. De Sylva, Brown and Henderson have been setting the music fashion for just that length of time. They have been widely imitated, but their standard has never been approached by these imitators.

There is nothing accidental about the hit ingredients in songs in De Sylva, Brown and Henderson productions, for the very good reason that this trio always strives to do something new and this Fox Film sensation, directed by David Butler who also officiated with the megaphone on "Sunny Side Up," last year, is absolutely what several of the Los Angeles critics characterized it—"The Only Thing New Under the Sun."

The record of this trio is vibrant of endless success for they have to their credit all of the outstanding song hits introduced in Broadway musical comedy during the past six years. They wrote and were responsible for the greatest George White shows, including "The Scandals" of five successive seasons; "Good News," "Hold Everything," "Manhattan Mary," "Follow Shru" and many others.

On the screen their success has been equally successful. Their numbers in "Sunny Side Up" last season broke all records for sales. Previously they furnished the songs for Al Jolson in "The Singin' Fool" including "Sonny Boy," "Rainbow 'Round My Shoulders" and many others.

In fact, so pleased was Vice-President and General Manager Winfield Sheehan, who must be given credit of having induced this trio to confine their future efforts to screen entertainment, with the results they obtained in "Just Imagine" that he signed them to a long term contract under the terms of which they will produce for Fox Film Corporation for the next three seasons.

General Manager Dan Winkler of De Sylva, Brown and Henderson has already issued emphatic instructions to branch managers of De Sylva, Brown and Henderson, Inc., in all leading cities in the Uinted States to go the limit in exploiting with exhibitors "An Old Fashioned Girl," "Never Swat A Fly" and "I'm Only the Words, You Are The Melody." From this latest outstanding triumph of Fox Film Corporation. The greatest line of accessories ever manufactured by a music publishing house for the exploitation of any of its numbers has been turned out for the exploitation of these songs.

Under the arrangement completed with Mr. Grainger Mr. Winkler states that exhibitors showing "Just Imagine" can rest assured of maximum cooperation from his field agents if they will communicate direct either with the Company's branch offices or with the branch managers of Fox Film Corporation's thirty-seven exchanges in the United States and Canada.

REVIEWS

● HERE are a few of the expressions gleaned from the Los Angeles papers the day after the opening of "Just Imagine" at the Carthay Circle Theatre. There is not a dissenting voice among the reviewers on the daily papers. . . They freely admit that at last the picture business has discovered something new . . . but read for yourself.

Times
Edwin Schallert

● PUT this one down on the books to see. You darn't miss it. It's "Just Imagine."

Messrs. De Sylva, Brown and Henderson and David Butler step right up and take one of the biggest bows of the movie season. They have turned out an entertainment that is a dazzler in their new film for the Fox Company with (incidental) music.

Here's where you can turn your gaze on the world fifty years from now and really enjoy plenty of laughs while doing this.

"Just Imagine" opened before a thrilled audience last Friday night at the Carthay Circle Theatre. The reception was of an order to indicate that it will enjoy a long and exceedingly popular run at this playhouse. Comments and applause, as well as the response of laughter, were all testimony to its exceptional interest.

"Just Imagine" jumps all the hurdles as something brand new and different. Consider what there is to gaze at and to hear about:

Examiner
Louella Parsons

● THE many lights coloring the broad avenues that lead to the Carthay Circle Theatre never heralded a more fantastic motion picture than "Just Imagine." A dream fantasy, a glimpse of a new and strange world and a scientific demonstration of what fifty years hence will bring, unfolds as weird a tale of adventure as has ever been written.

The incomparable trio, De Sylva, Brown and Henderson, whose magic is sold to the tune fo hundreds of thousands, has chosen this imaginary background for their musical comedy. The chance for spectacular beauty and unique settings are many. As for the inventions, they are enough to delight all air-minded souls as well as our scientific friends who love to see the wheels go around.

David Butler, who co-operated with the De Sylva, Brown and Henderson trio, both in direction and story, has done a deft job that fills us ordinary mortals with open-mouthed admiration. With them he conjures up a dream of 1980 that is priceless.

There is no doubt but what it has audience appeal. You have to bow to the Fox Company for the amazing production and for the music which is De Sylva, Brown and Henderson at their best. I love the conception of the folk who inhabit Mars. Each one of these curious ones has a twin. One is good and the other bad. Certainly there is genius lurking somewhere when we get such rare imagination.

And who do you think puts the show in his pocket and walks off with acting honors? Our old friend El Brendel. Only Mr. Brendel, with his Swedish accent and slapstick tendencies could have been brought back from the dead after fifty years and carried off the situation so lightly and so gayly.

Herald
Harrison Carroll

● AT LAST, something different has come to Hollywood. This distinction is only one of the many which must be awarded to "Just Imagine" as one of the best pictures that Fox ever made.

Not only will it confound the critics of musicals, but will do much to silence critics of motion pictures in general.

De Sylva, Brown and Henderson, who are responsible for the film, have looked forward to 1980 for the scene of a story that rivals any drama in suspense. As far as I am concerned, "Just Imagine" is the first musical of any kind that could stand on its plot alone.

Full play of the imagination has been exercised in depicting a world in which television is commonplace, in which cities are built on many levels, in which airplanes rise and descend vertically, in which human beings carry numbers instead of names, in which the government must approve all marriages, and in which a rocket-plane makes the long-discussed trip to Mars.

Weird and stimulating in every phase, the picture achieves a peak of fantasy in this Martian expedition.

Record
Llewellyn Miller

● "JUST IMAGINE" they say to you at the Carthay Circle, and without further warning they hurtle aheadt hrough fifty years to a fantastic 1980. After that there is no time to indulge in independent speculation about the future. Sensational backgrounds counterpoint hilarious laughter so rapidly that a new surprise anticipates any independent imagining on the part of the impressed and convulsed audience.

It would take a novel length story to describe the settings for this film . . . the magnificent shots of the towering city of the future, the scenes of airplanes static in mid-air over its serried canyons, the balloon cop with his go and stop signs for obedient aerial traffic, the angular architecture of the Martian palace, and the strange vegetation and stranger people of the far planet . . . you had better go and see it.

Songs by De Sylva, Brown and Henderson are introduced casually, and take their place as parts of the plot, instead of the reason for the picture. "An Old-Fashioned Girl," "I'm Only the Words, You Are the Melody," "Never Swat a Fly," "Drinking Song" are all of exceptional quality.

Hollywood News
Edwin Martin

● THERE is something new under the sun! "Just Imagine," which had a brilliant opening last night at Fox Carthay Cricle Theatre, is as different from other pictures as daylight from dawn. Pictures haven't given us anything as strangely fantastic, as unique, as different, in years! It is a thing spun of dreams and fantasy — like the things you imagined when as a kid you lay on your back in a field and watched the birds and clouds go skipping by overhead. Just imagine a film that gives us a look 50 years in the future.

We have never seen a film that so quickly won the approval of an audience as this strange offering. Because it is so different from any other film, because it lets your imagination run riot, because of the beauty of the futuristic settings, the excellence of the direction, the music, and because of El Brendel and a fine supporting cast, this film should enjoy a long and healthy run at Carthay Circle Theatre.

Express
Monroe Lathrop

● THE road of an aerial dreadnaught on the screen of the Carthay Circle Theatre last Friday night not only sped three bold nights of the year 1980 on the way to Mars; even more truly it carried an astonished and delighted audience into a new show-world.

There is no standard to measure "Just Imagine." Unlike anything else, it opens up new vistas of the power of the camera-drama to release the ideas of authors for new flights.

More than a musical comedy, drama—all of these are in it—it is yet more than phantasm; it is phantasmagoria combining melody, romance, surprise, suspense, humor and a new kick for every spectator with an imagination, be he old or young.

Word description will hardly convey the boldness of its departure from the routine style of entertainment. "Just Imagine" opens with a scene in the placid 1880's. Then it flashes into the roaring cacophonies of the metropolis of today. Then swiftly it projects the view to New York of a half century hence, 1980.

Just how to apportion the praise it is hard to tell. At vast expense Winfield Sheehan of the Fox Company permitted the authors, De Cylva, Brown and Henderson, to give their combined imaginable flight without limit. The hand of David Butler, the director, is apparent in every scene, especially in the humor which races uproariously through the production.

But "Just Imagine" is bigger than its principals. It is epochal in the heights of imaginative daring it reaches, and it will profoundly influence all future screen production. It strikes dumb all who have pilloried talkie makers as copy-cats who feared to strike out in original lanes. Its success, which is destined to be immense, will be a source of courage to every producer.

DAVID BUTLER

Director

Extends his sincerest thanks for the splendid and whole-hearted cooperation given him by his staff:

ERNEST PALMER
Photography

ED BERRY
Unit Manager

STEPHEN GOOSON
Settings

WALTER PALLMAN
Special Effects

VERN WHITE
Grip

HARRY CORNFIELD
Sound Grip

JOSEPH AIKEN
Sound Engineer

AD SCHAUMER
First Assistant

RALPH HAMMERAS
Miniatures

ED JONES
Props

HERBERT FARJEON

KENNETH STRICKFADDEN
Asst. Sound Engineer

IRENE MORRA
Film Editor

LEO HOUCK
Second Assistant

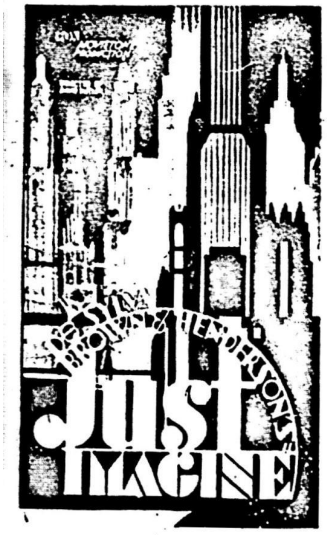
JOHN SCHMITZ
Second Cameraman

RICHARD PETERS
Ass't Props

ED FORSYTHE
Wardrobe

HENRY MONTGOMERY
Sound

LOBBY AND



● ABOVE is a reproduction of the lobby card used at the Carthay Circle . . it might be a suggestion to your artist in creating the lobby for "Just Imagine" . . the coloring was silver and black.

● IF YOU have an artist . . . here is a picture that will let him play with his wildest dreams so far as lobby dressism goes.

He can go modernistic and futuristic to his heart's content. That is, providing he is good on that type of art.

By all means go in for a modern dress on everything in your lobby. . . This is a picture you are going to put a lot of showmanship around to bring the confidence of the people back . . in other words they will respond to your showmanship and realize that you have not overplayed your hand.

But, remember, do not get cheap . . do not pull cheap and noisy stunts . . it isn't that kind of a picture. . . It's a production that cost too much money . . and it is evident in the picture itself that it is one of the most costly pictures of the year to go out after it with a cheap line of advertising and exploitation.

You will be better off in your lobby with one fine piece of modernistic art than to have it cluttered up with a lot of thrown together frames and boards that will spell cheapness. . . Get your lobby right . . start it in your lobby in advance of the show . . to get those who are seeing the picture the previous week.

An appropriate special lobby stunt would be a plane such as reproduced and used in front of the Carthay Circle Theatre, Los Angeles. . . This is the rocket type of plane as is used in the picture for the trip to Mars. . . This even in miniature properly handled in the lobby and placarded as a model of the plane that will fly to Mars in 1980 . . with a line giving the fact it is a rocket plane should draw a good deal of attention.

Another special of apparatus that would be appropriate would be a telescope . . this can be a fake . . in fact might be a great deal better. . . Making it so that it will be easy for the patrons to look through it . . but at the other end of it have a card . . announcing the coming of "Just Imagine," the most talked of picture in years.

I do believe I would decorate my whole lobby or marquee with these peculiar airplanes . . . it might give the people an idea that it is an airplane picture . . the theme is so much bigger than mere planes that it would be wrong to attempt to impress them along just one line.

● HERE is a suggestion for a teaser ad. . . There are many things to be worked out from a teaser angle . . give it some thought.

There are many stunts you can work with the telescope . . from having it an actual telescope and letting them have a real peep at some star . . to faking it with appropriate advertising at the other end.

Remember, this entire picture is based on imagination . . an imagination that looks ahead fifty years . . when automobiles will be as far out of date as the horse and buggy and the bicycle is today. . . It looks into the day when you can park your airplane anywhere in the sky and chat with some other air commuter . . . with a time limit on this parking.

It carries the imagination so far that it brings El Brendel back to life in 1980 . . he is the only one with 1930 ideas in that strange world.

We have reproduced two lobby cards done in the modernistic style . . the one with the tall buildings is more or less a sketch of one of the big cets in the picture . . with its towering buildings.

This is the theme to carry out in your decorations for lobby and marquee.

As was remarked in the merchandising suggestions . . there is no limit in your lobby dress . . the picture is based on the imagination . . . let the imagination run rampant and you cannot miss.

However, something to show the great advance in thought in this picture might be worked out by a display showing the great advance in the last fifty years. . . Possibly your museum . . has something of an old nature that will contrast with the modern . . and then impress that this modern article will look as old fashioned in fifty years as the antique you are displaying now looks to us.

Possibly you can get a tie-up with some candy merchant . . life savers . . for instance . . with the idea that in 1980 a whole meal will consist of a pellet as large as this piece of candy . . The idea of concentrated food is brought out in this picture . . one can eat a whole meal by swallowing a pellet as large as a small sized marble.

Let your imagination play with that for a tie-up or a bit of lobby demonstration.

But above all, keep your lobby modern . . modern in every piece of art and decoration . . this picture seeths with the modern in design.

● HERE is another lobby card used at the Carthay Circle for the premiere showing of "Just Imagine" . . like the one reproduced above. . the color scheme was black and silver.

SHAW AGAIN CHOOSES FOX!

George Bernard Shaw is "first page copy" all the time.

What he says commands immediate notice the world over.

The newspapers print what Shaw says but to get what he says and the way he says it, see and hear him in

FOX MOVIETONE NEWS

This is the second time that the celebrated author has spoken for Movietone!

In issue No. 10, now showing, he says in part:

"Here I am enjoying myself down at Malvern, and there are you enjoying yourself by allowing a photograph to talk to you. That, you see, is one of the marvels of Movietone . . .

"There was a play of mine performed last night. The applause was tremendous. It was so fresh, it was so new, it was so original. It was so up-to-date. I wrote that play thirty-eight years ago. You see the secret of that is that I was born fifty years before my time. I am now seventy-four years of age. So you see you are just beginning to catch up with me."

THE Hollywood DAILY REPORTER

Vol. 1, No. 48. Price 10c — TODAY'S FILM NEWS TODAY — Saturday, November 8, 1930

FOX REPLIES TO U. A.

Offered United Artists Same Terms As Are Paid All Other Companies. Calls U.A. "Famous Old Actors"

In connection with the charges of a monopoly on the Pacific Coast, made by the United Artists Corporation, in which Fox West Coast is described as a "trust attempting to stifle the highest development of the motion picture industry," Harley L. Clarke, president of the Fox Film Corporation and Fox West Coast Theatres, Inc., last night issued the following detailed reply:

"Apparently United Artists, Inc., believe that the old-time standards still prevail in the motion picture industry. United Artists demand prices for their pictures whether the theatre owner makes money or not. Every producer, except United Artists, nowadays sells his pictures on merit: that is, the producer gets a percentage of the

(Continued on Page 3)

TRADEVIEWS
by W. R. Wilkerson

WHAT is going to be the effect of the United Artists' 'declaration of independence" as given to the press of the country yesterday? How is it going to benefit Mr. Schenck and his group of artists, and what ill effect is it going to have on Harley Clarke, his stockholders and the Fox theatres?

Will the loss of United Artists pictures materially hurt the Fox houses? Will the loss of the Fox houses for the play of United Artists pictures hurt that producing group?

•

TO US, all of the above means nothing—absolutely nothing, when it is considered what motion pictures will lose in the estimation of the public.

There is a very bad side to this little argument, a side that will not only act as a boomerang to the two companies involved, but to every other company producing, distributing and exhibiting pictures. This announcement puts the picture business on another spot, a tough spot. It brings our industry further into public view. It airs our internal troubles right at a time when it hurts most.

Mr. Schenck's story was given to the press of the nation and every paper in the country, realizing the "good reading" in it, gave it front page space. The public have been talking about it all day and the more they talk the less money will be taken in at the box office today, tomorrow, next week and next month.

•

THERE was no good reason for giving this story to the public. Mr. Schenck undoubtedly figured that the best way to "get" West Coast was through the public. That is true, but "getting" West Coast gets the entire industry, and right at a time when it can ill afford to be gotten.

If United Artists had a grievance against Fox and Fox had a reply, they should have been confined to the industry and not given to the public as a breakfast dish. Such news given the public is like so much poison to the box office.

The whole thing is unfortunate.

A "Record" Crack

The Los Angeles Record wisecracks yesterday:—"If the United Artists wage war on Fox, most of the United Artists' stars will evade the draft because they're too old to fight."

2500 Houses Dark Because No Sound

New York.—C. W. Bunn, general sales manager for Western Electric, states that about 2500 theatres in this country are dark because they have no sound equipment.

Mr. Bunn says further that of the 10,000 theatres in this country that are equipped for sound, the installations of his company are in 4800 of them, and that, up to the present time, the Western Electric apparatus has been installed to replace that of other makers in 1470 houses.

Al Lichtman May Resign

New York—Broadway hears that Al Lichtman, sales head of United Artists, may resign, due to a desire to be in the production end of the business. He leaves next week for Hollywood to confer with Joseph Schenck.

12 States Made Safe for Films

Motion pictures did pretty well with the recent elections. Twelve states were made safe for the industry by the election of governors highly favorable to motion pictures.

The states that have been added or remain on the list as friendly to pictures are Maryland, with Albert Richie; New York, with Franklin Roosevelt; Kansas, with Frank Hauke; Ohio, with George White; Arizona, with W. P. Hunt; Connecticut, with Wilbur Cross; California, with James Rolph; Colorado, with William Adams; Michigan, with Wilbur Bruckner; Nebraska, with Charles W. Bryan; Tennessee, with Henry H. Horton; and Massachusetts, with J. B. Ely.

•

WARNER FIRST NAT. SALES FORCES ARE COMBINED

New York.—The exchanges of Warner Brothers and First National will be combined, with the sales heads of both organizations realigned to care for the joint operation. There will be but one sales crew handling the joint product.

Ned E. Depinet, former First National sales head, has been made Western Division Sales Manager for the combination, and Claude Ezell will have a similar position in the Eastern half of the country. Norman E. Moray becomes sales head of Vitaphone Varieties, the short subject department. Moray was Chicago manager.

Other new assignments have Max

(Continued on Page 2)

Gershwins and Bolton to Make Fox Musical

Guy Bolton and the Gershwin boys, George and Ira, have signed a new contract with Fox and arrived in Hollywood last night to construct a new film musical.

This trio is responsible for "Tip Toes," "Girl Crazy" and other Broadway stage successes.

•

Schenck-Rubin Here

Nicholas Schenck and J. Robert Rubin arirved last night from New York to join the confabs now going on at Metro-Goldwyn-Mayer.

Vitascope for the Warner Houses Only

New York—There is a report here that Warners will not permit any theatres other than their own the use of Vitascope, their wide film projector.

•

First Nat. Folk Coming

Hal Wallace, Louise Fazenda, Graham Baker and William Koenig left New York yesterday and will arrive in Hollywood on Monday. On their arrival, plans for the reopening of First National and Warner Brothers studios will be discussed, along with production schedules.

RICHARD BOLESLAVSKY is a name you will see listed among the best ten directors, within a year.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

RADIO STUDIO

With seven new pictures in final stages of preparation and three entering the cutting rooms following completion of filming last week, Radio Pictures' production program continues in full swing. "Cimarron," now in its fourth month of production, is nearly completed.

Pictures in Production

"CIMARRON"—Adapted from Edna Ferber's novel of the same title. Wesley Ruggles directing. Adaptation and continuity by Howard Estabrook. Starring Richard Dix with Irene Dunne, Estelle Taylor, Rosco Ates, Nance O'Neil, William Collier, Jr., George E. Stone, Stanley Fields, Robert McWade, Edna May Oliver, Frank Darrien, Eugene Jackson and Dolores Brown featured.
"TALKING TURKEY"—Two-reel comedy produced by Louis Brock. Starring Benny Rubin, with Theodore Lorch, Vernon Dent, Aileen Carlyle, Kewpie Morgan, Ed Argus, Arthur Thalasso and Carl Gerrard. Directed by Mark Sandrich.
UNTITLED COMEDY—"Nick and Tony" Series. Produced by Louis Brock. Co-starring Henry Armetta and Nick Basil. Directed by George Marshall.

Pictures in Preparation

"WHITE SHOULDERS"—Adapted from Rex Beach's novel, "Recoil." Adaptation and continuity by J. Walter Ruben. Melville Brown will direct. Featuring Evelyn Brent and Ricardo Cortez.
"CHILDREN OF THE STREETS"—Original story by Robert Milton and Guy Bolton. Betty Compson will be featured. No director or supporting cast yet.
"KEPT HUSBANDS"—(Tentative Title). Being adapted by Forrest Halsey. Sue Carol will be featured.
"SOUR GRAPES"—Adapted from a stage play by Vincent Lawrence. No director or cast.
"PRIVATE SECRETARY"—Original story by Alan Brener Schultz. No director or cast.
"WAITING AT THE CHURCH"—Original story by Vandah Owen. No director or cast.
"ASSORTED NUTS"—Featuring Bert Wheeler and Robert Woolsey. Now in preparation by Douglas MacLean and Al Boasberg, associate producers.

Pictures in Editing

"BEAU IDEAL"—(Tentative Title). Adapted from Percival C. Wren's novel. Herbert Brenon directing. Adaptation by Elizabeth Meehan. Scenario by Paul Schofield. Featuring Ralph Forbes, Loretta Young, Irene Rich, Lester Vail, Don Alvarado, Otto Matiesen, Paul MacAlister, Leni Stengel, and Hale Hamilton.
"HOOK, LINE AND SINKER"—Original story by Tim Whelan. Adaptation and dialog by Tim Whelan and Ralph Spence. Associate producer, Myles Connolly, Director, Edward Cline. Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Jobyna Howland, Ralf Harolde, Natalie Moorhead, George Marion, Sr., Hugh Herbert, Bill Davidson and Ben Hendricks, Jr.
"THE ROYAL BED"—Adapted from Robert E. Sherwood's play "The Queen's Husband." Lowell Sherman directing. Adaptation and continuity by J. Walter Ruben. Associate producer, Henry Hobart. Featuring Lowell Sherman, Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell, Gilbert Emery and Alan Roscoe.
"TRADER GINSBERG"—Two-reel comedy produced by Louis Brock. Directed by Mark Sandrich. Starring Nat Carr.

Howard Hughes Not to Buy Broadway Success

Howard Hughes will not make the screen version of "The Greeks Had a Word For It" after all. He, among others, was negotiating for this Broadway hit, but the price asked by William Harris, Jr., the producer—$125,000—was too high.

Mr. Harris also refused to permit the play to be made into a picture until after this coming theatrical season, as he wanted its road show run over before it appeared on the screen.

"Squadrons" to Start

Immediately upon completion of "The Man Who Came Back," Charles Farrell will start rehearsals for "Squadrons," the Elliott White Springs' story of the air. Elissa Landi, new importation, will play opposite.

Rogers Signs Brown As Associate Producer

Harry Joe Brown has been signed to a new contract to act as associate producer for the Charles R. Rogers' productions, now making features for Radio release. Brown's first job on the new ticket is to supervise the production of "Millie."

Rogers has also engaged Lily Damita to be featured in "French Love," the third of the series of four contracted to be produced for Radio. The new story is an original by John Farrow.

Beers with Gould & Price

Fred Beers, formerly casting director at MGM, has become a member of the firm at the Gould and Price agency. His past experience and his wide acquaintance in picture circles should make him a valuable addition.

No Lingual Double For El Brendel

Fox has eliminated the El Brendel character in the Spanish version of "Big Trail" because of inability to obtain a Spanish actor who could speak the Spanish language with a Swedish dialect.

Rapf's Bust for Foreign Trade

"The March of Time," the musical produced by Harry Rapf for Metro-Goldwyn-Mayer and on the shelf for these many months, has been pulled out of the moth balls and will be readied for foreign lands.

There will be Spanish, French and German versions of the picture by putting words into the mouth of the master of ceremonies in these various languages.

Fox Plans Foreigns on Original Sites

New York.—Fox is said to be considering making foreign films in the countries and on the locations where the stories are laid. This, it is figured, would save the expense of an overseas studio.

MGM Lets Out 14 Writers; Hires 16

Despite a general shakeup in the writing staff at MGM, with fourteen writers let out and sixteen recent additions, the contract list is still the largest on the coast. The total number under contract is 78. The next largest list is at Fox, with Paramount following a close third.

Writers stricken from the contract list within the past three weeks include: Marian Ainslee, Bara Lori, Anthony Coldewey, Mitzie Cummings, Phillip Dunning, Heinrich Frankel, Paul H. Fox, Marion Jackson, Francisco Moran, James Montgomery, Lex Neal, J. C. Nugent, Leonora Wodehouse and James Whittaker.

Writers added to the list within the past two weeks include: Edwin Justus Mayer, Gilmore Millen, Doris Anderson, M. C. Boylan, Davis Gordon, Arthur Freed, James Gruen, Clifford Grey, L. E. Johnson, John Kirkpatrick, George Landy, Willard Mack, Mrs. Willard Mack, Samuel Ornitz, Jimmy Starr and Paul Scofield.

Niblo May Join Fox

Fred Niblo, whose contract at MGM recently expired, is on his way here via the Panama Canal and is reported to have made a deal in the East to direct four pictures for Fox.

"U. A. Charges Misleading," Fox Says

(Continued from Page 1)

gross receipts. The theatre-goer pays to see the picture he wants to see. Every picture earns money for its producer in proportion to its box-office appeal.

"We have persistently offered to buy United Artists pictures on the same terms we pay all other producers and they have as persistently refused to sell them. United Artists want more money for their pictures than the public, through the box-office, will pay.

"U. A. Charges Misleading"

"The uncalled-for remarks of the leaders of the United Artists make it imperative that we say that they are most misleading. The facts are that Fox West Coast Theatres and other theatres of the Fox Film Corporation are purchasing pictures from Paramount-Publix, Metro-Goldwyn-Mayer, Universal, Columbia, Pathe, Tiffany, Warner Brothers and Fox on the basis of a flat rental or a percentage of their gross receipts. This automatically rewards merit in pictures. This procedure is common to the entire industry, except to some who are operating under unexpired ontracts.

"As much as we would like to add to the income of the famous old-time actors composing United Artists, we can only do so on the basis of the demands of the theatre-going public. We have always been willing and still are willing to give the United Artists their share of every dollar taken in at the box-office on all their pictures, but we cannot give them a preferential position over all the other producers with whom we do business.

Says Facts Are Twisted

"The statement was made of our company that it 'intends to pay us less and charge the American public as much as ever.' This is apparently a wilful twisting of the facts and is paradoxical, inasmuch as the American public should not be expected to contribute more of its dollars for United Artists pictures, based on their merit, than it does for the pictures of other producers, based on their merit.

"The whole situation is as simple as a-b-c. If United Artists have got the pictures, they can get their share of box-office receipts, and, if they have not, they can't. In spite of the over-zealous mis-statement of fact, the Fox interests are still willing to buy United Artists pictures."

NOTICE

Edgar Ulmer is not working for, or in any way connected with the Handschiegl Composite Process, or Ray C. Smallwood, operating same.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
A Chas. Rogers Prod.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FOX STUDIOS

Production at this studio is a little sub-normal this week, with only four pictures shooting, but there are eight in preparation which will go into work within a short time. Two productions are in final editing.

Pictures in Production

"THE MAN WHO CAME BACK"—From the play by Jules Eckert Goodman and John Fleming Wilson. Janet Gaynor, Charles Farrell and Kenneth McKenna are in the cast. Raoul Walsh is directing from the screen play by Edwin Burke.

"THE SEAS BENEATH"—From a story by James Parker, Jr., the screen play and dialog being by Dudley Nichols. John Ford is directing and in the cast are George O'Brien, Marion Lessing and Warren Hymer.

"THIS MODERN WORLD"—From a story by Eleanor Mercein, with continuity and dialog by Leon Gordon. Chandler Sprague directed, with Timothy Mackaill and Warner Baxter in the cast.

"ONCE A SINNER"—From story by George Middleton, who also did the adaptation and dialog. Guthrie McClintic is the director, and Dorothy Mackaill and Joel McCrea head the cast.

Pictures In Preparation

"A CONNECTICUT YANKEE"—Taken from the Mark Twain story and starring Will Rogers. David Butler will direct and the cast will include Maureen O'Sullivan, John Garrick and Myrna Loy.

"SQUADRONS"—From a story by Elliott White Springs. Al Santell will direct, and in the cast are Charles Farrell and Eliese Landi.

"EAST LYNNE"—From the old stageplay, adapted by Tom Barry and Bradley King. Ann Harding will star, supported by Clive Brook, Conrad Nagel, Cecilia Loftus and O. P. Heggie. Frank Lloyd will direct.

"LAND RUSH"—From scenario by Emmett Flynn and Hayden Talbot. Benjamin Stoloff will direct a cast headed by Victor McLaglen, Fay Wray, Lew Cody and Eddie Gribbon.

"WAITING AT THE CHURCH"—To be directed by Seymour Felix. This is a musical by the Fox staff, and Frank Albertson is the only cast selection.

"CHARLIE CHAN CARRIES ON"—From a Saturday Evening Post serial by Earl Derr Biggers. Hamilton McFadden will direct and Fifi Dorsay heads the cast.

"POOR JOHN"—To be directed by John Blystone, featuring El Brendel.

"THE PAINTED WOMAN"—From a story by Larry Evans, to be directed by Irving Cummings. John Wayne and Claire Luce in the cast.

Pictures in Final Editing

"THE SPY"—From story by Ernest Pascal, who, with Robert Presnell, did the adaptation and dialog. Berthold Viertel directed a cast headed by Kay Johnson, Neil Hamilton and John Halliday.

"PART-TIME WIFE"—Formerly "Shopper-Newfoundor." Story by Stewart Edward White, direction by Leo McCarey, screen play and dialog by McCarey and Raymond Schrock. Edmund Lowe and Leila Hyams head the cast.

Tallulah Bankhead's First Film is "Her Past"

Tallulah Bankhead who, for several years past, has been one of the favorite actresses of England, is to make "Her Past" as her first picture for Paramount, being co-featured with Clive Brook.

Production will start early in January, immediately following Miss Bankhead's arrival. George Cukor and Cyril Gardner probably will be assigned to direct.

•

Circuits Book Pathe

The entire 1930-31 Pathe block, including features, shorts, newsreels and reviews, has been sold to the Woodlaw Circuit in Oregon. The Multnomah Circuit bought all the features. Harry Percy made the deals.

New City Manager Of Baltimore Lew Chain

Baltimore—William A. Saxton, recently manager of Loew's State in Syracuse, has been made city manager here, with supervision over the Century, Stanley, Valencia and Parkway theatres.

Edwin Mechery succeeds Saxton in Syracuse.

•

"River's End" Release

The general release of "River's End," a Warner special, is set for November 8.

•

Fred Parker Has Three

Fred Parker, the composer, has three songs now bidding for fame: "That Little Old Shack," "Laughing at Life," and "The Most Wonderful One."

RUTH COLLIER
announces

the exclusive management of

ORIGINALS
"On With the Show"
"Bright Lights"
"Broadminded"
"L'Ecole Des Heros"
"Paris Preferred"

SCREEN PLAYS
"Top Speed"
"Going Wild"
"Sunny"

HUMPHREY PEARSON
available Dec. 1

Business Good In St. Paul Houses

St. Paul—Business has been generally good during the past week, with "Good News" and "Her Man" sharing top business. "Good News" is packing them in at the Tower, in spite of the weariness of the public with regard to musical offerings. "Her Man," at the Orpheum, is holding up splendidly and both criticisms and audience reactions are extremely favorable.

"What a Widow" at the Riviera is getting a steady run of business, due partly to the abundant comedy in the picture, but more to the presence of Gloria Swanson, always a favorite here. "Madam Satan" at the Paramount is not doing so well, business being only average.

Feature pictures for the coming week are:—Paramount—"Laughter"; Orpheum—"East is West"; Riviera—"Moby Dick"; Tower—"Eyes of the World."

•

"Amos 'n' Andy" Film Big In Jacksonville

Jacksonville—"Check and Double Check" was the oustanding film here last week, though its excellent business did not break any records. It did set a record for this year, however. "Her Wedding Night" did fair business and "Playboy of Paris" was poor. "Her Man" (Pathe) did good business, and was followed by "Extravagance," which did poor business with no names to pull them in.

"Half Shot at Sunrise" and "Laughter" are both opening to good business, with prospects of building. "Renegades" opened to fair business, scheduled for a week run in a split-week house.

"Big Money," "Feet First" and "Life of the Party" are opening here Friday and Saturday.

•

New Job for Press Agent

Dorothy Lee, featured player with Radio Pictures, will promise to love, honor, etc. Jimmy Fidler today, at two o'clock in San Bernardino. Mr. Fidler is a publicity man.

•

Cline's New Assignment

Eddie Cline will direct the next Wheeler and Woolsey film foolishness, "Assorted Nuts." The complete cast includes Dorothy Lee, Leni Stengel, Edna Mae Oliver, Stanley Fields and Roscoe Ates.

•

Fox Moves Dillon to S.F.

John Dillon, Fox manager in Washington, D. C., has been transferred to San Francisco... F. W. Voight, former San Francisco manager, has resigned.

•

RKO Manages to Meet

Cliff Work, western division manager of RKO theatres, leaves for New York tonight to attend a general meeting of all RKO managers.

"WEST COAST ARROGANT MONOPOLY"—SCHENCK

(Continued from Page 1)

ganization is an arrogant monopoly and it has made demands upon us which we cannot and will not accept. Rather than do so, we issue this statement of our artistic principles and make this declaration of independence.

A Fight For Principle

"We must fight for our principles as the people of this nation have always fought. And because we hold to that belief we announce that hereafter none of the motion pictures made by us, as United Artists, shall be shown in the Fox theatres—as long as that monopoly maintains its present greedy and shortsighted policy.

"The Fox West Coast Theatres owns or controls approximately 400 theatres on this coast. It has attained its powerful monopolistic position through money derived from the sale of stock to the American public. That money, provided by millions and millions of Americans who enjoy the motion picture, is now being used to cheapen and degrade the motion picture itself. We cannot see this happen without protest and action to prevent it.

"What is our quarrel with the Fox monopoly? It is simply this: That organization is attempting to dictate to the makers of motion pictures just how much it shall pay for pictures, regardless of who makes them or how much effort and love have gone into their creation, or how much they are appreciated by the public. It is fixing a price for our pictures that is so low we cannot accept it and continue to make the kind of picture we want to create.

Will Not Cheapen Product

"The monopoly intends to pay us less and charge the American public as much as ever. If we yield, we cheapen our pictures; if we do not yield, we must show our pictures in halls and armories, or deprive the people of the Pacific Coast of productions that will be enjoyed by the rest of the world.

"But we will not be dictated to. We have not made cheap pictures as the slaves of a monopoly and we do not intend to do so. United Artists had its beginning ten years ago, when four of us—Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith—rebelled against just such control as the Fox West Coast Theatres is attempting to achieve today.

Won't Live in Slavery

"We make pictures for the love of the doing. It is not work; it is pleasure, it is joy. We do not say to ourselves: 'Now we will spend just so much on a motion picture.' We say, 'We will make the best picture that is in us. We will dream over it, we will toil over it, and, if we put our hearts into it, we will make something that will entertain and inspire the American public.' We know that is the road to success in the making of motion pictures because the American people have told us so.

"But we cannot make such pictures if we are handcuffed to the Fox West Coast Theatres, if we must live in slavery to their greedy and shortsighted ideas about public entertainment. We cannot make them, the public cannot enjoy them.

"The American public has been good to us It has rewarded us for our efforts and we are grateful and proud. We feel, too, that the American people value the picture more than the theatre in which it is shown. A theatre is but stone walls and gilded decorations and soft lights; it has no meaning or dignity if the picture on the screen is cheap and worthless. We will not cheapen our pictures, we will not degrade our life's endeavor, and we challenge the West Coast Theatres to a public test.

Public More Important

"We do not do this arrogantly, but with sincere understanding that the men and women and children who go to the motion picture theatre are more important than the makers of the pictures or the owners of the theatres in which they are shown. We fight for ourselves, for the integrity of all other artists in the world and for the right to continue the making of finer and finer pictures.

"We will show our pictures in tents, armories, in halls—wherever they can be shown in cities of the Pacific Coast—but we will NOT show them in the theatres of the Fox West Coast trust, organized to stifle our individual endeavor and that of all other artists and producers."

•

"Min and Bill" at Carthay Instead of "Lightnin"

"Min and Bill," the MGM production featuring Marie Dressler and Wallace Beery, will open at the Carthay Circle Theatre on November 20 instead of "Lightnin" as previously announced.

"Morocco" will open at the Chinese on Wednesday, November 26, and "A Lady's Morals" (former title "Jenny Lind") the MGM picture will go into the Criterion the following day.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
A Chas. Rogers Prod.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

PRODUCTION NOTES

Purnell Pratt will have a featured role in Joan Crawford's picture, "Dance Fools, Dance," at MGM. Harry Fraser will write adaptations of two-reelers at Pathe. Harry Stubbs will have a featured role in Charles Rogers' production of "Millie." Deals made through Gould and Price.

•

Kay Irving, daughter of George Irving, engaged for German version of "The March of Time," with Buster Keaton at MGM.

•

Helen Ware has been signed to play the role of Queen Marie in the James Cruze production of "The Command Performance," which will be directed by Walter Lang.

•

Leota Lane, who was in "Temptations of 1920" at the Mayan, has been cast in one of the Educational Mermaid comedies, directed by William Goodrich.

•

Chesterfield Productions is in the market for a story written around a boy of twelve. The company desires to star Norman Phillips, Jr.

•

Ian Maclaren has been added to the cast of "Squadrons" at Fox. J. Farrell MacDonald and Clark Gabel have been assigned roles in "The Easiest Way" at MGM. Ruth Collier, Inc. placed them.

•

William Bakewell to "Dance, Fools, Dance" at MGM.

•

Lloyd Corrigan will direct the next Jack Oakie starring picture. The story is still untitled.

•

Big Four started production on "Hell's Valley" at Universal yesterday, with Wally Wales starring under direction of Al Nietz.

•

Luana Alcaniz, Martin Garalaga and Ramon Pareda added to Spanish version of "The Lady Who Dared" at FN.

•

Charles Logue engaged by Universal to work with Edward Laemmle on script of "Saint Johnson," which Laemmle will direct.

NOTICE

Edgar Ulmer is not working for, or in any way connected with the Handschiegl Composite Process, or Ray C. Smallwood, operating same.

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 9954

The Hollywood Reporter DAILY

Vol. I, No. 48. Price 10c — TODAY'S FILM NEWS TODAY — Friday, November 7, 1930

U.A. BOYCOTTS FOX W.C.

Powell and Lukas Exchange Roles

By an odd and sudden switch in Paramount's production plans, which, incidentally, raises two comparatively new picture players to the importance of co-stars, William Powell and Paul Lukas are to exchange pictures.

Powell will be the star of "Ladies' Man," previously announced for Lukas, and Lukas will be co-starred with Kay Francis in "Buy Your Woman," which was scheduled for Powell.

It was originally intended to have "Ladies' Man" made at the Astoria studio and the writers and others interested in the production went East some time ago, only to be brought back.

This seems to settle the next picture for Powell, who has been sort of kicked around recently so far as a story is concerned. This is the fourth or fifth switch of vehicles for him.

●

"Duncan Sisters, Ltd." Being Investigated

San Francisco—Charges that stock of the Duncan Sisters, Ltd., a music publishing concern, was being sold without permission, are being investigated by the State Corporation Commission.

The commission may ask the indictment of Paul Corbell, who is said to have sold some of the stock. Corbell denied such sales and said that the company is a legitimate enterprise, planning to establish a national chain of music stores. Rosetta and Vivian Duncan hold equities in the company, he says.

●

Tinling at Columbia

James Tinling has been signed by Columbia Pictures to direct "The Flood." Production will start in a couple of weeks, subject to the approval of Harry Cohn on his return to Hollywood.

●

Lloyd Sheldon Back

E. Lloyd Sheldon, Paramount associate producer, returned to the studio yesterday after a six-weeks trip to New York to look over the new plays and find material for new pictures.

Tomorrow's Reporter

Starting tomorrow the Reporter will inaugurate its Saturday editions. This first edition will carry a special "Just Imagine" section of 32 pages in addition to the regular news section of the day.

"Tol'able David" for B'way Show

New York—Columbia wants to give "Tolable David" a long run in a two-a-day Broadway house. The company is dickering with the Shuberts for the Central.

●

Brookline Will Have Pictures At Last

Boston—After years of a movieless town, the voters of Brookline, at the election Tuesday, decided that the town's morals would not be impaired by a motion picture theatre, so one will be built.

Brookline, which has 47,437 population and is the richest town in the United States, never has had a picture house. The fight for pictures has been made several times, but always lost before.

Schenck Issues Statement That No United Artist Picture Will Play The West Coast String In Future

Joseph Schenck, speaking for and in the presence of all the members of the United Artists, announced yesterday that no United Artists picture shall hereafter be shown in a Fox West Coast theatre.

Mr. Schenck alleges that Fox West Coast uses unfair methods in the booking of outside product and he characterizes the Fox West Coast Theatres Corporation as an "arrogant monopoly."

Harley L. Clarke, in commenting on the ultimatum said:

"West Coast Theatres and other Fox theatres always have been and will continue to be willing to purchase pictures from United Artists as well as every other producer in the business."

Mr. Schenck's statement follows:

"An unbearable condition of affairs forces us to drastic action against the Fox West Coast Theatres. That or-

(Continued on Page 3)

Amos 'n' Andy Are Going Big in N. Y.

New York.—RKO's new Mayfair is having tremendous business with "Check and Double Check," with more than 22,000 people in the theatre since its opening.

●

"Les" Sherwood Dead

New York—Leslie Sherwood, Universal salesman for a great number of years and one of the most popular film men around Greater New York is dead.

Gloria Swanson Gets Her Decree

Gloria Swanson was awarded a divorce from the Marquis de la Falaise after three minutes of testimony in Judge Walter Guerin's court. Miss Swanson and Miss Virginia Bowker were the witnesses.

Miss Swanson charged desertion, saying that she had been married in Paris in 1925 and has not lived with her husband since September of last year. He had refused to live at her house in Beverly Hills, she testified.

This is the star's third divorce, former husbands having been Wallace Beery and Herbert Somborn.

●

Barrymore May Make Jekyll-Hyde Talkie

John Barrymore is said to be seriously considering making his former picture, "Dr. Jekyll and Mr. Hyde," for the talking screen. It was a role that he liked and his performance in the silent was magnificent.

It is said that he has almost convinced Warner Brothers that they should permit him to do it again.

●

Shoot Land Rush Soon

The land rush sequences for "Cimarron" will be filmed in Bakersfield. Doran Cox, business manager, Dewey Starkey, assistant director, and Eddie Cronjager return from there today, and the entire company, including 3,000 head of horses and 1,000 stock, will be moved down to Bakersfield. Five thousand extras will be recruited from native talent.

HUGHES-SCHENCK DEAL IS NOT YET SIGNED

The deal whereby Howard Hughes was to buy a half interest in Art Cinema and become a partner of Joseph Schenck has not been signed yet, with reports going the rounds that there is a doubt if the deal will ever go through.

The Hughes office stated there were many details to be ironed out in a deal of such importance, all of which requires time.

At the time of going to press, Joseph Schenck could not be reached for a statement regarding the above.

Texas Exhibs. After Scalp of Allied Leader

Houston—Texas exhibitors are up in arms against Will Horwitz, the new Allied leader in this State, claiming that Horwitz has a monopoly on the first run situation and is holding up subsequent runs on pictures to a damaging degree.

A circular letter has been sent to all exhibitors in this section, advising them not to support the Allied

MUSICAL DIRECTION—MAX STEINER

RADIO PICTURES UNDER WILLIAM LE BARON UNTIL DEC. '15 (adv. publisher)

THE DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone Hollywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

WE attended a preview of the Christie-Columbia picture "Charley's Aunt" the other night and never have we seen and heard an audience laugh so long and loud. It was a riot for the audience in every sense of the word. The Christies have given the picture an unusually fine cast, headed by Charlie Ruggles.

●

THE award dinner of the Academy of Motion Picture Arts and Sciences was a very fine affair and reflected the great work this organization has been doing, particularly the technical branch. Everyone seemed satisfied with the awards and the manner in which the Academy reached its decision. Of the eight honors, Metro-Goldwyn-Mayer and Universal split six, the other two going to Warner Brothers and Paramount.

The highlight of the evening was the presentation by Louis Mayer of the production trophy to Carl Laemmle, Sr. For "All Quiet on Western Front," and "Uncle" Carl's reply of acceptance.

●

ANIMALS are getting a big play in the talkies. Metro-Goldwyn-Mayer started with their dogs. Tiffany edged in with their "Chimps". Christie is going to do one with a yard full of animals, and we hear that a quickie producer on Poverty Row is trying to promote a sucker for a fish series.

●

WONDER what effect the United Artists declaration of independence from the Fox hold will have on the rest of the industry? There have been many squawks about the methods the West Coast crowd uses in bargaining for pictures. Maybe if these squawkers were in the Fox seat they would be doing the same thing that West Coast is reported to be doing.

●

"Inspiration" Cast Filled

With the addition of Beryl Mercer, Clarence Brown has completed the cast of "Inspiration," which he will direct at MGM with Greta Garbo starred.

Mr. Hearst Replies

In a recent issue, the Hollywood Reporter published an open letter to William Randolph Hearst. Here is Mr. Hearst's reply, received yesterday.

November 3, 1930.

Dear Mr. Wilkerson:

Thanks for your letter.

I conduct my moving picture interests on a moving picture basis and my newspapers on a newspaper basis.

The first essential of a newspaper is to tell the NEWS, no matter whether that news affects newspaper people, or moving picture people, or any other kind of people.

I do not conduct my papers as organs for any clique or faction, or class or business interest.

I agree with you that there should be no aggrandizement—as you phrase it—of the news as regards moving picture people or any other kind or class of people.

●

It is quite as bad to exaggerate the news as it is to minimize or suppress the news. If there has been exaggeration of news on my papers in any direction, I shall certainly try to have that fault corrected. Otherwise the news will be printed, fully and freely and, I hope, fairly.

There will be no discrimination AGAINST anybody nor will there be any IN FAVOR of anybody.

Moreover, it seems to me that you rather over-estimate the attention which newspapers give to moving picture people.

●

I imagine that, if Mr. Chandler and I indulged in fisticuffs, we would receive a reasonable amount of attention from the press generally; in fact perhaps an unreasonable amount of attention.

So it seems to me that the best way for people to keep out of objectionable publicity in the newspapers is to keep out of the objectionable situations which get them publicity in the papers.

And may I suggest courteously that you do not confine your editorial activities to writing open letters to me, who merely printed the facts, but that you write a few open letters to those members of the moving picture profession who create these brawls and scandals.

●

I cannot but think that a little more criticism on your part of the disgraceful act would be more to the point and more for the benefit of a noble profession than mere criticism of the publication of the fact, or even of its manner of publication.

I say this with all respect to you and certainly with all respect to the moving picture profession, to which I, in a degree, belong.

Very sincerely,
(Signed) W. R. Hearst.

●

Herbert and Ates to Be New Comedy Team

Hugh Herbert and Roscoe Ates, who recently signed with Louis Brock to star in the next Headliner series, are making that picture as a test. If they click, Radio pictures will be on the lookout for a feature in which to team them. They both have long stage training in back of them.

Also, we would like to make a correction in favor of Mr. Herbert. In reviewing the "Sin Ship" we credited Alan Roscoe with the great comedy performance. Mr. Herbert is the person whom we meant.

●

"Lonely Wives" at Pathe

Pathe is now assembling an all-star cast for the production of "Lonely Wives," a fast-moving farcical stage play by Walter De Leon. Russell Mack will direct, with production to start not later than next Thursday.

●

Virginia Sale at "U"

Unable to obtain Zazu Pitts in time because of her engagement at Fox, Universal has replaced her in the cast of "Many a Slip" with Virginia Sale.

Rapee Returns to Roxy With Stage Show

The stage show that has been missing from the Roxy during the "Big Trail" showing, will return today, together with Erno Rapee in the conductor's chair.

●

Tibbett Starts Tour

Lawrence Tibbett, having finished his part in "The Southerner" for MGM, left last night for Chicago, where he will start a concert tour to cover all principal cities in the East.

Lots of Laughs in "Trader Ginsberg"

"TRADER GINSBERG"
RKO
Louis Brock Production
Direction ..... Mark Sandrich
Starring ..... Nat Carr
Story.....Mark Sandrich and Nat Carr
Scenario ..... Johnny Grey
Photography ..... Leo Tover

Another Headliner comedy, which keeps up the high average set by the others. Exhibs will certainly find this series a boon to business. The laughs in them will more than counterbalance a weak feature and will add considerably to a good program.

Nat Carr is the star of this occasion and his is the role of Trader Ginsberg, who follows his customer through the African wilds in order to sell him his radio invention. Through this radio, the lives of the lion-hunting party are saved from the cannibals, Ginsberg sells his patents for a million dollars and then has to stay in the jungle to show the cannibal chief how to work the radio.

The gags are very funny and original, and the comedy is of the kind that everyone can enjoy. At the present writing, the picture over-runs its laughs in spots, but, with the final cutting, this will rate as another winner in the short field.

●

Warners' Big Gross on "Life of the Party"

Warner Brothers "Life of the Party," starring Winnie Lightner, has put new life into the Warner Hollywood and Downtown theatres here. With the week ended last night it took in $22,565 at the Hollywood and $24,672 at the Downtown.

THE LOWDOWN

Gay parties have been in progress on one of the big sets in a major studio and these parties are not being staged for the sound cameras. This company has been doing most of its shooting at night and among its cast there are quite a few unusually attractive extra girls. Need we say more?

●

One wag cracked at the Academy dinner the other night:—"and Will Hays rode 3000 miles to read a speech—he had plenty of time to memorize it on the train."

●

The Boulevard is guessing the real reason why Metro-Goldwyn-Mayer sold Lionel Barrymore's contract to Columbia. There is a lowdown on that angle but we have not been able to find it yet. Do you know?

●

The story won't down that Pathe has sold "Rebound" to Paramount for Ruth Chatterton. Pathe denies it and Paramount knows nothing of it.

A non-Academy member at a luncheon table yesterday took a poll of seven members of the Academy who had voted in favor of Norma Shearer for the honor of giving the best performance of the year in "The Divorcee." Two had never seen Miss Shearer on the screen and the other five had not seen "The Divorcee."

●

Rod LaRocque wired this office to deny the story printed in one of the columns in an L. A. paper stating that Vilma Banky would return to Hollywood to do a picture for Al Rogell productions. Rod says both Vilma and himself will remain with their show "Cherries Are Ripe," and that business is great.

●

Tec-Art is only furnishing the settings for the current James Cruze productions now being made at Educational studios and not the settings for the Educational product being made there.

"CHARLEY'S AUNT IS JUST AS GOOD AS EVER

"CHARLEY'S AUNT"
Columbia
Christie Production

Direction ..... Al Christie
Play ..... Brandon Thomas
Scenario..... F. McGrew Willis
Photography ..... Mr. Petersen
Film Editor..... Mr. Welsh
Cast: Charles Ruggles, Flora Sheffield, June Collyer, Doris Lloyd, Flora Le-Breton, Halliwell Hobbs, Hugh Williams, Rodney McLennan, Phillips Smalley, Wilson Benge.

The perennial flower has blossomed again and seems to have lost none of its particular bloom. Pure farce—the kind that most everyone can enjoy, particularly the kids. Exhibs can play it up for all it is worth and it should be worth plenty, judging from the laughs.

It is essentially and down to the last detail the same story and play that has kept audiences amused for the past thirty or forty years, and the reason for seeing it again is the cast. This time it is Charles Ruggles who impersonates the Aunt and gains the consent of Spettigue for the marriage of his niece and ward to their Oxford sweethearts. And it is a pleasure to report that, despite the handicap of having to play a role that has been done many times, and done well, Mr. Ruggles manages to make it an entirely distinctive performance, a very funny performance and above all, an impersonation, so that when he resumes his rightful title of Lord "Babs," no trace of "Auntie" is left.

Halliwell Hobbs as Spettigue and Wilson Benge as the butler are thoroughly amusing and can suffer nothing from comparison, and Doris Lloyd as the real Aunt is the best we have seen in that part. The others of the remaining cast form the background for the nonsense. There isn't much for them to do and very often the action and occasional lapses in direction force them into wooden attitudes; but then it is almost entirely a one-man show and that one man completely covers the field.

It is only fair to report that it was forced upon the producers to make this play strictly according to tradition; and perhaps, after all, that was the wisest thing, for it is the stuff that laughs are dragged from—no matter how often. Critics will have their say, but when the picture has been finally edited, the box office will speak in its favor. The big cities may be weary of it but the small towns will love it—and don't forget, that kids go to the movies everywhere.

•

All The Kids Will Love "Thundering Tenors"

"THUNDERING TENORS"
MGM

Producer..... Hal Roach
Director..... James Horne
Photographer..... Art Lloyd
Screen Play..... H. M. Walker
Film Editor..... Richard Currier
Cast: Charley Chase, Dell Henderson, Elizabeth Forrester, Lena Malena, Lillian Elliott, Dorothy Grainger, Eddie Dillon.

Slapstick comedy, with Charley Chase giving kids of all ages what they want. They'll love "Thundering Tenors."

Charley appears as a famous radio crooner (no, he doesn't warble a theme song in the picture) who is invited to a social climber's dinner in honor of a senator. There are some funny moments when Charley gets a fish bone in his throat and a young woman European specialist is called in. He objects to being woman-handled and they stage a rather better than amateur, wrestling match. In spite of the hostess' forebodings, however, the senator declares he never had a better time in his life and invites them all to call on him.

The picture depends largely on funny gags and Charley's gift for grimacing, the dialog being incidental. The direction was smooth and the photography O. K.

Lena Malena was grand as the frozen-faced doctor.

Marion Davies' Sister Is L. A. Rep. For "Zits"

Renee Davies, sister of Marion Davies, has been appointed West Coast representative for "Zits," a weekly theatrical publication. She is picking her staff of news and ad men and expects to devote most of her personal attention to the solicitation of advertising.

•

No Vote On Sun. Movies

Binghamton.—The intended vote for or against Sunday movies, scheduled for the election yesterday, was not taken. The supreme court of the state ruled that the proposition could not be submitted to the voters, because the election was "official" and the referendum was to have been "unofficial."

Tec-Art Will Build Sets At Educational

Educational Studios entered into a pact this week with the Tec-Art studios whereby the latter's staff of technicians will build all future sets to be used at Educational studio on a 10 per cent plus cost basis.

This move will eliminate a large overhead now carried by the Educational studios.

•

Taylor Is "U" Manager

Kansas City.—Harry Taylor has rejoined Universal as branch manager here, replacing Charles Gregory.

•

New Contract Is Set

Philadelphia.—One of the highlights of the MPTAO convention here will be the certain adoption of the new standard contract.

"The Life of the Party"

Now Playing a Day and Rate Run
AT
WARNER BROTHERS
Two Los Angeles Theatres

Was Directed by

Roy Del Ruth

N.Y. BUSINESS BETTER CHICAGO & PHILA. SPOTTY

(Continued From Page 1)

clicked and will show better than $17,900 when the week is up, and the Downtown will give Warners around $19,200.

The rest of the houses will show the following business when the final count is made.

BOULEVARD.—Played "Up The River" to about $5,200, which is average. Next week "Devil with Women."

CARTHAY CIRCLE.—"Just Imagine" on the wing with $11,750 in the sixth week. "Lightnin" the next picture.

CHINESE.—"The Big Trail," with $13,1000, showing a big loss to the house and Fox Film, which have attempted to push picture with added newspaper space. Seventh week, with four more to go and then "Morocco."

EGYPTIAN.—Played "The Last of the Duanes" to bad business, and will not show more than $3,000. "Her Wedding Night" next.

LOEW'S STATE.—Had Will Rogers in person and, with the house nut of $26,000 and Rogers' check of $12,500 to meet, the theatre showed a loss on the week with about $32,000 in the box office. The picture was "Liliom." Next week "Way For A Sailor."

PANTAGES.—House still playing to a big loss with but $12,000 in cash for the last week. Attraction was "So This is London." Next week "Madame Satan."

PARAMOUNT.—Did only fair with "Virtuous Sin" at $21,200. George Bancroft will make personal appearances next week with his picture, "Derelict."

ORPHEUM.—On the second week of "Check and Double Check" the house gross will better $17,800. Will be held over for a third week.

RKO.—Had "Big Money" as the attraction this week, but it did not show very big money, with a gross of about $11,400.

UNITED ARTISTS.—Did only fair with the new Norma Talmadge picture "Du Barry; a Woman of Passion." The gross was around $17,200.

•

N. Y. Business Better; "The Big Trail" Leads

New York—Business along Broadway with the weekly change houses was better last week than it has been for some time. The Roxy led with $112,000 playing "The Big Trail." Business at the Criterion-Gaiety was terrible with "Hell's Angels," at $19,600 for both houses.

Astor—"War Nurse"—$19,400.

Capitol—"The Big House"—$84,200.

Central—"Abraham Lincoln"—$15,200.

Globe—"Silver Horde"—$16,000.

Hollywood—"Kismet"—No figures.

Mayfair—"Check and Double Check"—$48,600.

Paramount—"Virtuous Sin"—$64,400.

Rialto—"Feet First" (3 days)—$18,600.

Rivoli—"Du Barry" (3 days)—$16,000.

Strand—"Doorway to Hell" (3 days)—$17,600.

Warners—"Outward Bound" (4 days)—$5,600.

Winter Garden—"Office Wife"—$22,100.

•

'Laughter' O.K. in Chicago 'Check' Big at State-Lake

Chicago—The State Lake and Chicago theatres had good weeks last week, but other houses did not fare so well. However, business has been worse.

"Check and Double Check" knocked off $45,000 for a house record. "Laughter" did well at the Chicago with $46,200, but not a record.

McVickers—"The Big Trail" (3 days)—$15,600.

Monroe—"Sea Gods" (2nd run)—$3,000.

Oriental—"Maybe It's Love"—$34,000.

Orpheum—"Africa Speaks" (2nd run)—$5,500.

Palace—"East is West"—$21,000.

Roosevelt—"Old English"—$15,400.

United Artists—"Du Barry"—$18,600.

•

'Check & Double Check' Captures Philadelphia

Philadelphia—The big draw of the past week was the Amos 'n' Andy picture at the Boyd with a click of $29,000. The Mastbaum did O. K. with "Three French Girls" at $41,000. Keith's took it on the chin again this week. Paramount having tough time with the house.

Aldine—"Abraham Lincoln"—$9,400.

Earle—"Brothers"—$18,200.

Fox—"Liliom"—$26,400.

Karlton—"Animal Crackers"—$5,100.

Keith's—"Follow Through"—$14,000.

Stanley—"Doorway to Hell"—$15,000.

Stanton—"Danger Lights"—$2,300.

•

New Publix House Opens

New York.—Publix has just opened its newest house, the Staten Island Paramount, in Stapleton, Staten Island, with 2300 seats. The house opened with "Monte Carlo." D. J. Whyte, formerly of the Rialto, on Broadway, is the manager.

•

Critic Picks Two Pathes

New York.—Regina Crewe, critic of the New York American, picks Pathe's "Holiday" as July's best picture, and puts "Her Man," also from Pathe, among the best three of October.

On Broadway in Coming Week

Capitol, "A Lady's Morals," (new).
Roxy, "Renegades" (new).
Warners, "Outward Bound."
Strand, "Doorwya to Hell."
Winter Garden, "Life of the Party" (new).
Hollywood, "Kismet."
Astor, "War Nurse."
Globe, "The Cat Creeps," (new).
Rialto, "Feet First."
Rivoli, "Du Barry."
Paramount, "Playboy of Paris."
Criterion-Gaiety, "Hell's Angels."
Mayfair, "Check and Double Check."

Wheeler and Woolsey in "Assorted Nuts"

One of the first stories ever to be produced from the co-authorship of two associate producers will go into rehearsal at the Radio studios November 17.

The picture, to be made under the title of "Assorted Nuts," was authored by Al Boasberg and Douglas MacLean, and will co-feature Robert Woolsey and Bert Wheeler. Ralph Spence is now writing the dialog.

•

Suit For Holding Over

New York.—Warner Brothers have brought suit against the Cherry River Amusement Company, of Charlestown, West Virginia, for illegally holding over "Home Towners" and "Queen of the Night Clubs."

•

RKO Buying In France

New York.—Reports from Paris state that RKO is negotiating for the purchase of the Gaumont-Aubert theatres there.

Hughes Financing Multicolor Units

Howard Hughes is said to be financing independent units which are making short reels and using Multicolor.

There are two units using Multicolor working at the Cinephone Studios, Kinex Productions and Screen Interviews.

•

Schertzinger To Direct

Victor Schertzinger's first assignment under his contract as a director to Radio will be "Private Secretary," an original story by Alan Brener Schultz.

This discounts persisting rumors about town that Schertzinger would become the musical director of that studio.

•

Music Out At MGM

Continued from Page 1)

executives that it would prove an economical measure to drop the department in its entirety and hire musicians by the picture.

Just what effect this alarming and drastic move on the part of MGM will have on the Robbins Music Publishing business, of which the company owns 50 per cent, can not be very well determined until Jack Robbins, head of the publishing house, returns here from a trip abroad, where he is now seeking European distribution for Robbins music.

Employees of the music department under contract to MGM and with whom some adjustment will be necessary, include:

Martin Broones, musical director in charge of all music. Composers: James Dyrenforth, Arthur Freed, Carroll Gibbons, Howard Johnston, Joseph Meyers, Herbert Stothart and Harry Woods. Musical Conductors: Dr. William Axt, Oscar Radin and Frederick Stahlberg. Arrangers: Hugo Frey, Arthur Lange, Charles Maxwell and Larry Shay.

AWARDS ARE BESTOWED AT ACADEMY DINNER

Norma Shearer, George Arliss, Lewis Milestone and Frances Marion were the stars, director and writer who were awarded the bronze statuettes for excellence of work during the past year at the dinner of the Academy of Motion Picture Arts and Sciences, at the Ambassador, last night.

These awards are determined by vote of the Academy membership and are based on pictures released during the year ended July 31. Miss Shearer won through her work in the MGM picture, "The Divorcee," and Mr. Arliss for Warner Brothers' "Disraeli." Mr. Milestone's award was for the direction on "All Quiet On the Western Front" for Universal, and Miss Marion's for writing "The Big House" for MGM. Mr. Milestone, who is in New York, made his acceptance speech by way of a talking picture.

Universal also received an award for "All Quiet" as the outstanding production of the year. The award for cinematographic achievement went to Willard Van Der Veer and Joseph Rucker, the cameramen who accompanied Byrd to the South Pole. Herman Rosse won the art director's statuette for his work in "The King of Jazz," and MGM's sound recording department received the award for its work on "The Big House."

More than 600 attended the dinner. Conrad Nagel presided and Will H. Hays was the principal speaker. A novelty was a talking picture speech by Thomas A. Edison, recently elected an honorary member of the Academy.

The highlight of Mr. Hays' speech was his remark that "the motion picture industry has created more wealth in less time than was ever amassed within the same period by any pioneer intelligence. But it has thrown more gold in the junk pile than it has put in its treasury and these millions in that junk pile keep increasing every year, because the industry's constructive discontent with its own standards, its own achievements, and its own successes has always been greater than its self-satisfaction."

THE Hollywood REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS
by W. R. Wilkerson

THREE weeks ago we had a tradeview devoted to Marlene Dietrich and the seeming effort of Paramount to trade on the popularity of Greta Garbo in launching Miss Dietrich in America. We were taken to task from every hand, principally by Paramount and Miss Dietrich. We were shown inter-office communications advising every member of Paramount's publicity crew to do everything in their power to keep Dietrich and Garbo apart. Miss Dietrich asked us to look at another picture. We did and tradeviewed that she was a dead-ringer for the Phyllis Haver we used to see on the screen.

•

YESTERDAY we happened on about twenty still photographs of Marlene Dietrich in the office of one of the theatre chains. They were beautiful photographs and, were it not for the fact that Marlene Dietrich's name was imprinted on the back of each and every one, we would have sworn each and every one was the picture of another of our screen greats.

Paramount should tag Marlene as "the one woman who is all women." She has more faces than any individual we have ever seen. Out of the twenty photographs we looked at we saw Jeanne Eagles, Elsie Ferguson, Marjorie Rambeau, Joan Crawford, Doris Kenyon, Greta Garbo, Phyllis Haver, Gladys Brockwell, Evelyn Brent, Constance Talmadge and Irene Castle. And we would stake anything we had that these twenty pictures, run in any paper or magazine with a "guess who" line underneath them, would fool any individual in or out of this business.

•

MISS DIETRICH is truly a remarkable person. She can look 15 or 40 sans makeup and with only a twist of her hair. She has rare talents and, if given the proper material, direction and the assurance that America is not lined up against her, she will become one of the greatest stars ever to grace the screen in this or any other country.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METRO-GOLDWYN-MAYER STUDIOS

This studio seems still to be the busiest of the lot, with ten productions shooting, six in preparation and three in final editing.

Pictures in Production

"BACHELOR FATHER"—From the Edward Childs Carpenter play, with Marion Davies starring and C. Aubrey Smith in support. Robert Z. Leonard directing.

"INSPIRATION"—From an original by the staff, directed by Clarence Brown, with Greta Garbo starring and Robert Montgomery, Marjorie Rambeau and Judith Vosselli in the cast.

"THE SOUTHERNER"—From an original by Bess Meredyth and Wells Root, directed by Harry Pollard. Lawrence Tibbett is the star, supported by Esther Ralston, Theodore von Eltz, Hedda Hopper and H. B. Warner.

"THE GREAT MEADOW"—From the novel by Maddox Roberts, directed by Charles Brabin, who also collaborated on the continuity. Cast has Eleanor Boardman, John Mack Brown, Lucille La Verne, William Bakewell, and Gavin Gordon.

"REDUCING"—From an original story by the staff, directed by Charles Reisner. Marie Dressler, Polly Moran and Anita Page in cast.

"DANCE, FOOLS, DANCE"—Is being directed by Harry Beaumont, with Joan Crawford as star and Lester Vail in support.

"THE EASIEST WAY"—From the stage play by Eugene Walter. Constance Bennett starring and Robert Montgomery as leading man. Jack Conway is directing.

"CALL OF THE FLESH"—In French, with Ramon Novarro starring and directing.

"A LADY'S MORALS"—In French, with Grace Moore starring, Andre Luguet as leading man and C. W. Robinson directing.

"THE BARKS BROTHERS"—Seventh of the dog comedies, with Zion Myers and Jules White directing.

Pictures in Preparation

"THE SECRET SIX"—From an original by Frances Marion, to be directed by George Hill, with Wallace Beery and Marjorie Rambeau featured.

"DAYBREAK"—From the Arthur Schnitzler play, to star Ramon Novarro.

"THE GREAT LOVER"—From Leo Ditrichstein's stage success, starring Adolphe Menjou.

"THE SQUAW MAN"—From Edwin Milton Royle's play. Scenario by Josephine Lovett, dialog by Gladys Unger and Elsie Janis. C. B. DeMille will direct, and Roland Young is the only member of the cast selected.

"GENTLEMEN'S FATE"—Based on the Ursula Parrott story, to be directed by Mervyn Le Roy.

"THE SHEPHERD OF GUADALOUPE"—From an original story by Zane Grey.

Pictures in Final Editing

"NEW MOON"—Directed by Jack Conway, with Lawrence Tibbett and Grace Moore co-featured.

"WITHIN THE LAW"—From Bayard Veiller's play, with Joan Crawford starred and Robert Douglas, Purnell Pratt, William Bakewell and Marie Prevost in the cast. Sam Wood directed from continuity by Lucien Hubbard and Charles MacArthur.

"TRADER HORN"—Which has reached the cutting room after eighteen months. From the novel by Ethelreda Lewis, adapted by Dale Van Every, John Thomas Neville, Richard Schayer and Cyril Hume. W. S. Van Dyke, director, with Edwina Booth, Harry Carey and Duncan Renaldo in the cast.

Hungarian Imports

Budapest—The Hungarian imports of motion pictures showed a drop during the first half of 1930, when 202,000 meters of raw film were imported as against 246,000 in the same period last year.

•

Swiss Bar Russian

Zurich—The town of Canton de Vaud has barred all Russian pictures unless shown to and passed by the Police Commissary.

"Brothers" at Capitol

New York—Columbia's "Brothers" has been booked into the Capitol theatre the week of November 14.

DICK POLIMER
Agency — GLadstone 6159
Current Engagements
Eddie Gribbon
in "SUMMERVILLE-GRIBBON" Series—UNIVERSAL

Syracuse Houses Fighting For Kids

Syracuse—The chain theatres here are in a red hot scrap for the kid patronage. The Strand started with special Saturday morning shows with hand-picked programs. Loew's inaugurated a free dancing class.

Fox-Eckel came along with its Mickey Mouse Club, and both Paramount and Keith's are planning kid clubs. The Mickey Mouse Club's first bill was a Western, a chapter of "The Indians Are Coming" and a cartoon comedy, and the youngsters were permitted to stay for the regular house show. The first club show was free, whereupon rival managers, when they found the children were staying to the regular show, talked of complaints to the Hays office.

The dancing school is a success, 400 being enrolled. These youngsters pay an admission fee to the theatre afterwards.

•

Joe E. Brown To Star In "The Tenderfoot"

Joe E. Brown is due to arrive here tomorrow, after a two months' personal appearance tour of the Warner theatres.

His first picture for First National, when that company resumes operation, will be "The Tenderfoot," from the Richard Carle play. Robert Lord is now making the screen treatment and will supervise its production.

•

Marcel Silver at MGM

Marcel Silver, former Fox director, has been signed to direct foreign versions for MGM, through the Leo Morrison office. Silver was one of the first men on the coast to edit sound tracks on Fox-Case movietone film.

•

New Story Head at "U"

Nan Cochran has been appointed to replace Leon Abrams as story editor here for Universal. Miss Cochran has been identified with the story department for the past seven years.

Gerald L. G. Samson
Technical Director
Wm. K. Howard's
'SCOTLAND YARD'
(Fox)
Passed In England Without Alteration
Telephone:
HEmpstead 1246

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

THE Hollywood DAILY REPORTER

Vol. 1, No. 47. Price 10c — TODAY'S FILM NEWS TODAY — Thursday, November 6, 1930

NO MORE MGM MUSIC

Organization Bows To Public Taste. Dept. That Cost $24,000 A Week Is Eliminated. Writers To Settle

The entire music department at MGM studios has been dropped, with more than twenty composers and arrangers getting the axe along with more than fifty other employees and staff musicians. This will cut the studio payroll to the tune of around $24,000 weekly, with the contract people getting around $16,000 of this sum.

The majority of the composers and arrangers held long-term contracts which are now in the process of settlement.

It was less than two months ago that two of the songwriters' contracts were renewed with the belief of the studio executives at that time that musicals would return.

It has not been decided definitely as to what extent music will be used in future product, but for the time being, it is the belief of the studio

(Continued on Page 3)

Warner-First Nat. Merge Exchanges

The contemplated combination of the Warner and First National exchanges throughout the country has become a fact in so far as the West Coast is concerned. The exchanges in Los Angeles, San Francisco, Portland and Seattle have been combined.

J. N. Brower, former First National manager in Los Angeles, has been transferred to Portland to take over the joint Portland-Seattle exchange. Harry Lustig, L. A. manager for Warners, will manage the Los Angeles end. Morgan Walsh, former branch manager for Warners in San Francisco, has been transferred to the theatre division, and Charles Muehlman, former manager of First National, has been made manager of the combination in Frisco.

Films Defeat Daylight Bill

Mainly through the activities of the motion picture industry, the Daylight Saving bill was beaten in the election by a three-to-one vote.

Vaudeville Out Of Seven Fox Houses

New York.—Vaudeville has been abandoned again in seven Fox theatres because the stage hands union insisted on two additional men in the stage crew.

The houses affected are the Academy of Music, Audobon and Star in Manhattan, Crotona in the Bronx, Savoy and Walker in Brooklyn, and the Fox in Philadelphia.

Paris Will Have the Largest Theatre

Paris—The Gaumont Palace, in the Montmartre district, is being entirely rebuilt. It will have 6000 seats and will be the world's largest cinema.

Radio Starting All-French Film

Radio will start production on the French version of "The Queen's Husband" the latter part of this week, with a 100 per cent French-speaking cast.

Leon d' Usseau, supervisor of all Radio foreign productions, will assist Henri de la Falaise in the direction, with the following cast: Emile Chautard, Francoise Razay, Ivan Lebedeff, Pauline Garon, Frank O'Neill, Jules Raucort, Jacques Jou-Jerville, George Davies, Ivanovitch George, Robert Harari, Arthur Hurni and Albert Petit.

This is the first French version to be produced at this studio and will be made direct, instead of sending process shots of the picture to France for the adding of actors and dialog.

L. A. BUSINESS STILL POOR CRITERION & WARNERS OK

Business in the Los Angeles theatres was still in the dumps and seemingly headed for record lows unless better pictures are booked in.

The highlights of the week were the business done at the Criterion with "Billy the Kid," and at the two Warner houses, playing a day and date run with "Life of the Party." "Billy the Kid" will knock off a cool $20,000, which is great chunks and compares with business done on "Divorcee," "Anna Christie" and other record-breakers. Of course, change of conditions must be taken into consideration. The business surprised Fox and MGM local heads.

"Life of the Party," playing the Downtown and Hollywood, gave these two houses business they have not seen for months. The Hollywood

(Continued on Page 3)

Paramount To Make "Ladies' Man" Here

In order to facilitate studio schedules, "Ladies' Man" will be made at the Paramount West Coast studios. Lothar Mendes and Herman Mankiewicz will leave New York shortly so that it can go into production soon.

'The Bat' On Two Widths

New York.—United Artists has decided to release "The Bat" on regular and on wide film at the same time.

RKO President Here

Hiram K. Brown, president of RKO, arrived in Hollywood yesterday to look things over.

Lionel Barrymore To Go Over To Columbia

Columbia has purchased Lionel Barrymore's contract from MGM, at a price said to be $40,000.

Maurice Revnes is understood to be demanding ten per cent commission on the deal.

Fox May Quit Grandeur

New York.—It is understood that, if "The Big Trail" does not get over, Fox will abandon Grandeur. The decision will be made in two weeks and, meanwhile, wide film activity has stopped.

Schlessinger Honored

M. A. Schlessinger, of General Talking Pictures, was made a life member of the Los Angeles Breakfast Club, yesterday. The installation took place at the club, with fitting ceremonies.

May Hit By Cut-Downs

New York.—It is reported that the retrenchment policies instituted by home offices of various motion picture companies have thrown 1,000 employees out of work.

'Nother Amos 'n' Andy

Amos 'n' Andy will make another picture for Radio at the Hollywood studio next summer.

Strauss Settles Suit Against MGM

New York.—The suit brought against MGM by Oscar Strauss, based on an unfulfilled balance of contract, has been settled for $11,000, with the provisio that Strauss furnish certain additional songs for use by MGM.

Sunday Shows at Whittier

After three failures in three years, Whittier finally wiped out the blue law against Sunday movies yesterday. The vote was very close. A wealthy resident of Whittier has promised to build a house there immediately.

ARTHUR CAREW WILL BE A HIT IN HOBART HENLEY'S PRODUCTION "CAPTAIN APPLE JACK." ALSO FEATURED IN WARNER BROS.' "THE MATRIMONIAL BED."

(Sig. Schlager)

"TOL'ABLE DAVID"

Dialogue By Jno. V. A. Weaver

Script By Charles Condon

'WITHIN LAW,' 'TOL'ABLE DAVID' ARE BOX-OFFICE

"WITHIN THE LAW"
MGM

Direction ..... Sam Wood
Starring ..... Joan Crawford
Play ..... Bayard Veiller
Screen Play.....Charles McArthur and Lucien Hubbard
Photography ..... Charles Rosher
Cast: Kent Douglas, Robert Armstrong, John Miljan, Hale Hamilton, Polly Moran, Marie Prevost, William Bakewell, Tyrell Davis, Robert Emmett O'Connor.

A picture that has plenty of action and drama. Joan Crawford scores another hit in a production that fairly shouts box-office.

Despite the fact that the story is already familiar to scores of people, the subject matter will always be timely. The story of the young girl who is caught in the meshes of the law and sent to prison for a crime which she didn't commit; who comes out of that prison determined to beat the law at its own game and revenge herself on the man who refused to grant her clemency, is one that is packed with human interest. Laws don't change and neither does human nature, so that with the addition of some up-to-date dialog, modern settings and smart direction, audience interest is bound to be held.

Mary Turner personifies the sort of heroine every woman once wanted to be, and with Joan Crawford as the girl, she has all the glamour and attraction that drags the sterner sex into the theatre, too. And let it be said that Miss Crawford, through her fine performance, makes the role entirely believable, even though there is plenty of hokum attached to it. Kent Douglas, as young Gilder, given the least interesting part, makes of it an outstanding success and one that gains the attention and sympathy of everyone. Robert Armstrong, as the gangster and John Miljan representing the law, are excellent; in fact, the entire cast deserves special mention because each one has a big share in renewing the interest and holding it, to make this story a 1930 success.

Sam Wood has turned out one of the best pictures of his career and through his direction the film spells box office from every angle. He has kept the picture moving along smartly throughout and, with the aid of the dialog by Charles McArthur and Lucien Hubbard, he has given a new lease on life to a play that was a thriller in Mother's day.

●

"Bali," A South Seas Picture, Is Hopeless

"BALI"
Independent Release

Production.....J. C. Jackson
Direction.....J. W. Cook
Editor .....Charles Condon
Cast.....All Natives

This one is bali, bali bad.

It is a South Sea travelogue, done in Harriscolor, and about six reels too long.

The coloring for the most part is atrocious, the camera work bad, the dubbed lecture throughout the full hour and fifteen minutes even worse.

There is little hope for this in any theatre, anywhere.

"TOL'ABLE DAVID"
Columbia

Direction.....John G. Blystone
Story .....Joseph Hergesheimer
Screen Play.....Benjamin Glazer
Photography.....Ted. Tetzlass
Film Editor.....Glenn Wheeler
Cast: Richard Cromwell, Joan Peers, Helen Ware, Edmund Breese, Geo. Duryea, Barbara Bedford, H. B. Walthall, Harlan E. Knight, Noah Beery, Peter Richmond, James Bradbury, Sr., Ethan Allen, Richard Carlyle.

To compare the new "Tol'able David" with the old is not comparison, for the old was as perfect as that picture could have been—and so is the new. The dialog is so unstilted, natural, and typical of its characters that it brings them to life before you.

The story, which has already endeared itself to millions, is of young David, a farm boy, who must suppress his desire for vengeance upon the clan which has killed his father and maimed his brother because he is the only "man" his folks have left. Finally, when the boy has attained his ambition to drive the government mail hack, one of his enemies steals one of the sacks and forces upon him the chance to even the score. This he does, after a terrific fight with the beast twice his size—a fight which is breathless with suspense and terror—and David returns to the village, broken and bruised, to fulfill his trust. What is more important, he is a man in the eyes of the girl who loves him and all those who called him just "tol'able."

The work of Richard Cromwell as David makes it difficult to believe that this is his first picture. His performance is so fine, so sincere and shows so much ability that there can be no doubt about his future. His voice is rich and pleasing—he has plenty. The entire cast has been selected with great care and each in his part is excellent. Especially do Noah Beery and his evil companions, and Helen Ware, merit praise. The photography by Ted Tetzlass is beautiful throughout.

"Tol'able David" is a great credit to Columbia, to John Blystone who directed it, and all those concerned with its production. Here is a remake that exhibitors can well fight for. There is no audience anywhere that can fail to laugh and weep with it. Everybody will love "Tol'able David."

●

Ohio Exhibs Will Battle Score Charge

Cleveland—The Ohio Exhibitors organization will meet November 18 and 19, and the chief attraction for the convention will be the battle to do away with all score charges.

Zoning, the new contract and other legislative matters will be taken up.

PRODUCTION NOTES

Doris Lloyd added to "Bachelor Father" at MGM.

●

First National will release "Mlle. Modiste" under the title of "Kiss Me Again."

●

Robert Ellis and Brooks Benedict added to prize fight shorts at Tiffany.

●

Carmelita Geraghty added to "Midnight Stage" at Tiffany.

●

Kenyon Nicholson to write dialog on "Up and Up" for Universal.

●

Jack Moffitt, former motion picture editor for the Kansas City Star, has been signed by Universal to write original stories and screen treatments.

●

Mary Carlisle assigned to play opposite Eddie Buzzell in a musical short now being produced by MGM.

●

"Talking Turkey," latest of the Headliner series which Louis Brock is producing, was completed yesterday. The picture stars Benny Rubin and was directed by Mark Sandrich.

Warners To Build 12 New Exchanges

New York—Warner Brothers are to build twelve new film exchanges, this being part of their expansion programme and also their contribution to the unemployment situation. The buildings will be located in Los Angeles, Detroit, San Francisco, Omaha, Cincinnati, Atlanta, Seattle, Portland, Milwaukee, St. Louis, Pittsburgh and Indianapolis.

The announcement was made by Sam Morris, vice-president of the corporation, who says that this move indicates a belief that good business is here. Also it is desired to take advantage of the present low building costs.

Warner Brothers have already started a ten-story addition to their New York building.

●

Tobis-Klangfilm Will Produce In Germany

Berlin. — The Tobis-Klangfilm group, largest manufacturers of sound equipment in Germany, will enter the production field shortly, according to an announcement of George Canty, United States Trade Commissioner in Paris.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METROPOLITAN STUDIOS

Production at the leasing studios seems to be rather slack, with Metropolitan heading the list for activity. It has one feature in work, six units preparing and seven in final editing.

Features In Work

"ROMANTIC ADVENTURES"—A series of two-reelers now being produced by Brown and Nagel for Tiffany release.

Pictures in Preparation

"FRONT PAGE"—From the stage play of the same name, to be produced by Howard Hughes, with Lewis Milestone directing and Louis Wolheim starred.
"BELOVED ENEMY"—To be produced and directed by Al Rogell for Tiffany release.
"MOTHER'S MILLIONS"—A Liberty production, starring May Robson, from the script by Winifred Dunn.
"THE APE"—A Liberty production, starring Harry Langdon, with Renaud Hoffman directing.
"AIR POLICE"—A Sono-Art production, from the story "Hell Bent for Frisco."
"HAND-COLORED REVUES"—Based on stage revues and to be produced for the state right market by Craig Hutchinson.

Pictures in Final Editing

"GIRLS WILL BE BOYS"—A Christie short, starring Charlotte Greenwood, and directed by William Watson from script by Paul Girard Smith.
"THE PASSIONATE PUPS"—A two-reel Christie comedy, starring Bert Roach, with A. Leslie Pearce directing.
"CHARLEY'S AUNT"—A Christie feature for Columbia release, starring Charlie Ruggles and directed by Al Christie.
"DON'T LEAVE HOME"—A Christie short, starring Johnny Hines, with William Watson directing.
"ALOMA"—An Al Rogell feature production for Tiffany release, with Ben Lyon and Raquel Torres. Directed by Al Rogell from script by Adele Buffington.
"THE PROPERTY MAN"—A Phil Ryan two-reeler for Paramount release, featuring Chester Conklin and directed by Frank Griffin.
"TALKING SCENICS"—Shorts, produced and directed by Robert C. Bruce.

THE Hollywood REPORTER DAILY

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Authors of best sellers are smarting themselves up on what they allege to be underhanded methods employed by the Hays association and producer members in banning certain works so the producer can step in and pick the material up for buttons. Several best sellers, condemned by the Hays organization, found themselves in the hands of the big producers as a result of secret agents buying up the screen rights at ridiculously low figures. The authors were glad to sell, believing that what Hays said would stick, but in reviewing the reverse of many Hays' dictates, they have become wise to the racket and from now on will hold up the price, or no sale .

•

When and if Gloria Swanson gets her divorce from "Hank," she may lose the title of Marquise de la Coudraye, but there are plenty of other marquees on which her name will appear.

•

There are probably several pairs of ears on Hearst's Syracuse Journal that are still burning from the aftermath of a slight error of judgment recently. "Check and Double Check" was booked into the RKO Keith's house. Loew's State booked Cosmopolitan Productions' "Those Three French Girls," figuring the increased publicity in the Hearst paper would offset the increased advertising of Keith's. But—the Amos 'n' Andy picture drew an eight-column banner and nearly a column review in Mr. Hearst's paper, and the Cosmopolitan picture was dismissed with six lines. Whereupon the Loew management burned up and sent telegrams and phone messages and things to New York.

•

Many are wondering if a certain big studio executive hasn't a terrible crush on the actress wife of a well-known local business man, and whether parking his foreign car and chauffeur in front of her home every night is just for convenience.

New Executives for Gen. Talkie

New York—General Talking Pictures have appointed several new executives. Arthur Friend will be in charge of the legal department. M. Rabel has been assigned the accessories and parts, and Kimball Stark is in charge of sales promotion.

Chester Tappan, loaned to British Talking Pictures, has returned to New York and will be in charge of engineering and research.

•

Academy Awards At Dinner Tonight

The eight annual awards made by the Academy of Motion Picture Arts and Sciences will be announced at the dinner at the Ambassador tonight. Will Hays will be the principal speaker, and there will be a movietone speech by Thomas A. Edison.

Vice-President Conrad Nagel will preside.

•

Warner Again Signs Hart, Rogers and Fields

New York—Immediately upon arriving here last Saturday, J. L. Warner affixed his signature to a new contract calling for the continued services of Lorenz Hart, Richard Rogers and Herbert Fields as a composing and producing trio.

The boys are now working on a new story, which will go into production at First National the early part of next year.

•

New One For First Nat.

First National has acquired the screen rights to "Big Business Girl," now running serially in College Humor magazine. This story was selected by Mervyn Le Roy, who will direct it.

•

Glazer Returns

Barney Glazer returned to Hollywood last night, after spending several weeks in the East, assisting in the staging of two shows he authored.

•

"Creeps" For Globe

New York—"The Cat Creeps" instead of "East is West" will open at the New York Globe, Friday. Both are Universal pictures.

•

Chaplin Film in Market

(Continued From Page 1)

are the exhibitors who will give Charlie the greatest bunch of kale in their respective towns.

Independent exhibitors all over the country will find themselves in a spot with this situation. All they will have to bid against is their local opposition. No exhibitor will have to consider that John Jones has four houses where he only has one, for Chaplin is booking one town at a time and, unless a circuit will give him more money in its respective locations than the independent men in the same towns, the circuit will be out in the cold.

"City Lights" will be ready for release in the next three weeks. It goes into the Los Angeles Dec. 31.

"Girl of Golden West" Sets House Records

San Francisco—Despite a general depression in theatre attendance here, First National's "Girl of the Golden West" stepped into the Publix California and piled up a house record for the first five days, ended last Monday.

Receipts were as follows: Thursday, $2,250; Friday, $2,265; Saturday, $2,672; Sunday, $2,884, and Monday, which is a low day even in San Francisco, it took in $2,400.

•

First Nat. To Start Season With 'You and I'

The first picture to go into production with the re-opening of the First National studios the latter part of this year will be Phillip Barry's play, "You and I."

Loretta Young will be starred, with a possibility that H. B. Warner, who played the male lead on the stage, will play the same part in the picture. William A. Seiter will direct, and Charles Kenyon is now writing the screen treatment.

•

French Musicians Enlist Gov. Support

Paris—The French Musicians Union has appealed to the French Government for its support in the fight on canned music, specifying that this form of music is a menace to the unemployment situation.

•

Sidney Fox With "U"

New York.—Sidney Fox, New York stage star, has been signed by Universal and will leave for Hollywood next week for the feminine lead in "Free Love," opposite Conrad Nagel.

•

Busy Season for Pathe

(Continued From Page 1)

Pascal is doing the screen treatment, with it titled "All The Way."

Al Green is working on a story with several writers that will be in shape for shooting in about three weeks.

The Pathe gang has gotten a taste of real money with their recent productions and the present program is of pictures with budgets of a size unknown to this organization a short while ago.

Publix Employees Get 2 Weeks Notice

Seattle—Every employee of the Paramount-Publix houses, both here and in Portland, has received two weeks notice. This includes the orchestras.

There is a question whether to keep the houses open, minus music and with a straight picture grind, or close them altogether.

Bob Blair, district manager for this district, has been sent to the Paramount in Los Angeles, and Leon Levy, former manager for the United Artists Theatre in L. A., has been placed in charge of Seattle and Portland.

•

Agent and Player Swap Legal Papers

Maurice Revnes, artists' representative, and Monroe Owsley are swapping legal papers in suits against each other. Revnes is suing for commissions for work secured for Owsley, and Owsley is suing for the abrogation of his five-year contract with Revnes, naming nine points, the most important of which contends that the agent did not have a license to do business when he signed with him.

•

"Uncle" Carl's Biog is Almost Ready

The Drinkwater biography of Carl Laemmle is almost ready for the publishers. Putnam & Co. will publish it in America, and Heinemann will do it in England.

•

New Paramount Short

New York.—Paramount is going to release a magazine reel, to be known as the Paramount Pictorial, that will comprise bits and novelties photographed in all parts of the world. The first one of this series is being shown at the New York Paramount this week.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Eddie Gribbon
in "SUMMERVILLE-GRIBBON" Series—UNIVERSAL

MEYER
Synchronizing Service, Ltd.
Just Completed
"Charley's Aunt"
A Christie Prod.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

THE LABORATORY of "PERSONAL SERVICE"
ASSOCIATED FILM ENTERPRISES, LTD.
1056 Cahuenga Ave. GL 5118

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

THE Hollywood DAILY REPORTER

Vol. 1, No. 46. Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, November 5, 1930

CHAPLIN'S BOOKINGS

Will Put His "City Lights" On Market For The Highest Bidder, Disregarding The Big Circuits

The greatest boon the independent theatre operators have ever had is the action of Charles Chaplin in giving them the opportunity of booking his latest production, "City Lights," against any and all circuit bookings.

The booking of "City Lights" into the new Gumbiner Los Angeles theatre, away from the local United Artists house, the tremendous Fox string of 611 houses, and the circuits of Publix and RKO theatres, is an indication that Chaplin will not be awed by big circuit runs or local United Artists houses in the booking of his new picture.

Chaplin is of the opinion that "he paid for the party and is privileged to invite anyone he chooses," and those on the invitation list for "City Lights"

(Continued on Page 2)

TRADEVIEWS
by W. R. Wilkerson

IN several of our tradeviews since the start of this publication, we have warned exhibitors that a review on any picture is but the personal opinion of one individual and should be judged as such. We have attempted to build a reviewing organization for the Reporter that is as perfect as possible insofar as calling them right or wrong for all our readers. We have men who have been in and around pictures, their making and exhibition, for a number of years, and they are instructed to give an impartial opinion on all pictures covered from the point of "what will it do at the box office."

THE point of our again calling your attention to reviews is the fact that we thought "War Nurse" one of the best pictures we have ever seen. The New York critics thought otherwise. We thought the new Harold Lloyd picture was the poorest he has ever made. The critics on the New York dailies said just the opposite.

There is only one opinion regarding the merits of any picture and that is the one written in dimes and dollars by the fans throughout the country. "War Nurse" may be a big box office success but a flop with the critics, and the Lloyd picture might turn into a flop with the fans after the critics raved over it.

THERE is but one thing we can promise you in our reviews; they will be impartial and written by men who, from their past associations with the business, should know what they are talking about.

This is, in no sense, an apology. It is merely a restatement of facts concerning our covering pictures, with the warning that each and everyone is strictly a "one person" opinion and should be judged as such.

Paramount Stages Sales Drive in Phila.

Philadelphia—Since no Paramount pictures are being played in the Warner-Stanley houses, Paramount is staging an intensive sales drive in the opposition houses for the play of their pictures in this and adjacent territories.

John D. to Have Sound in Church

New York — The $3,000,000 Rockefeller Baptist Church, on Riverside Drive, has installed the largest sound equipment manufactured by General Talking Pictures.

Fox Australian Co. To Make Pictures

Sidney—F. W. Thring, director of Hoyt's Theatres in Australia, a Fox subsidiary, will shortly leave for America to discuss plans with Harley Clarke for the production of pictures in Australia under the Fox banner for the consumption of English-speaking people in general and the Australians in particular.

Thring wants to convert the Majesty's Theatre in Sidney into a studio.

Another N.Y. Grind for Warner Bros.

New York—With so many Warner and First National pictures awaiting a Broadway showing, Warners will turn another of their long run houses into a grind. It looks like the Hollywood for this policy, but might be the Warners instead.

Schulberg Scouts Unemployment Gag

An indication that employment conditions in the Hollywood studios will be on the upgrade during the coming Winter months is contained in a statement made today by B. P. Schulberg, managing director of production for Paramount, who has just returned from a series of conferences in New York.

According to Schulberg, all the major studios are planning an active Winter production schedule. He stated that Paramount recently purchased four new stories which are to be adapted immediately to the talking screen. Six new feature pictures are to be started within the next thirty days at the Hollywood and New York studios. Eight more are in production and another eight are being edited and made ready for early releases.

BUSY SEASON FOR PATHE. DERR IS STARTING FIVE

The Pathe Studios are alive with activity under the leadership of E. B. Derr. Five pictures are ready to go to the shooting stages. Gloria Swanson will start soon, under the direction of Tay Garnett, in a picture temporarily titled "Rock-a-by," written by Lucian Brander with screen treatment by Elliott Clausan. Joseph Santley will direct "This Marriage Business," with casting to start immediately. The story is by Myron Fagin. Russell Mack is ready to start "The Price of a Party," an original by James Seymour and Rollo Lloyd.

The studio is most enthusiastic regarding the story Paul Stein picked up in Germany on his last visit. It will star "Connie" Bennett. Ernst

(Continued on Page 2)

"Life of Party" for N. Y. Winter Garden

New York—"The Life of the Party" follows "Office Wife" into the Winter Garden.

Junior Laemmle III

Carl Laemmle, Jr. is now directing the production activities of Universal from his home, where he has been confined with a cold for the past two days.

Jaffee Leaves Tomorrow

New York—Sam Jaffee, Paramount production executive, will leave New York for Hollywood tomorrow.

"Cimmaron" Nearly Done

After three months of shooting, production of "Cimarron" at Radio is completed, with the exception of the land rush sequence, which will require about ten days to handle. "Queen's Husband" will be finished today.

Goldwyn To Shut Down

With final editing of the latest Ronald Colman picture expected to be completed next week, Sam Goldwyn will suspend production until next March.

EIGHT NATIONS have welcomed RICHARD BOLESLAVSKY as director of plays and pictures—England, Denmark, Germany, Austria, France, Russia, Poland and UNITED STATES OF AMERICA.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

TIFFANY STUDIOS

Despite a general understanding that this studio is inactive, along with several other independent studios, it is well in the class of the leading active plants for the week when its size is considered. At this time there are in actual shooting one short and one feature.

Units Now In Work

"THE MIDNIGHT STAGE"—Story by Tom Burbridge, adaptation by Jack Natteford. Directed by William Nigh. Starring Ken Maynard. Supporting cast, Jeannette Loff, Wallace MacDonald, Carmelita Geraghty.
"TEN NIGHTS IN A BARROOM"—Directed by Sig Neufeld, starring Tiffany Chimps.

Units In Preparation

"THE SINGLE SIN"—Original by H. E. Younger. Continuity by Frances Hyland.
"CAUGHT CHEATING"—Story and dialog by F. Scott Darling. Continuity by Frances Hyland. Starring Murray and Sidney.
"DOES CRIME PAY"—Original by Jack Natteford and Eddie Lowe. Continuity and dialog by Eddie Lowe.
"DRUMS OF JEOPARDY"—Story by Harold MacGrath. Adaptation by Florence Ryerson.
"LEFT-OVER LADIES"—Story by Ursula Parrott. Adaptation by F. Hugh Herbert.

Units In Final Editing Stage

"DE WOILD CHAMPEEN"—Story by F. Scott Rarling. Directed by Frank Strayer. Starring Paul Hurst. Supporting cast, Nita Martan, Don Terry, Eddie Boland.
PAUL HURST COMEDY—Starring Paul Hurst. Directed by Frank Strayer. Story by F. Scott Darling. Supporting cast, Nita Martan, Bob Ellis.
"THE LITTLE DIVORCEE"—Directed by Sig Neufeld. Starring Tiffany Chimps.
"AFRICA SQUAWKS"—Directed by Sig Neufeld. Starring Tiffany Chimps.

The Jack Norworths With Warner Bros.

Brooklyn.—Mr. and Mrs. Jack Norworth have been signed for six short subjects. It will be a series under the brand name of "The Naggers."

●

Lou Ellman Promoted

Milwaukee.—Lou Ellman, who became a salesman for Pathe a year ago, has been promoted to branch manager, succeeding Tom Greenwood, resigned.

Color Films Now For Non-Theatricals

New York.—J. Laurence Baker has organized Films, Inc., for the handling of non-theatrical business in color films. Herman Obrock is in charge of the camera department. Both were formerly with Photocolor.

●

Mary Brian on Way Back

New York—Mary Brian, has concluded her first visit to New York in three years and has left for Hollywood.

"Check and Double Check" Sets New Records

(Continued from Page 1)

high in their praise of the attraction. Some claim it is a freak, and others credit the sound entertainment value of the production as the reason for its success. Here are the figures:

Boston	$32,000
Rochester	30,000
Syracuse	21,600
Washington	20,200
Detroit	30,050
San Francisco	27,300
Portland	18,600
Spokane	13,000
Cincinnati (two houses)	46,000
Columbus	22,150
Dayton	22,000
Birmingham	13,000
Dallas	25,250
Houston	19,600
San Antonio	25,000
Akron	14,000
Trenton	16,200
Cleveland	24,900
Cedar Rapids	12,150
Chicago	45,000
Davenport	17,000
Des Moines	13,200
Fort Wayne	11,700
Kansas City	27,600
Los Angeles	30,300
Memphis	14,000
Milwaukee	15,000
Minneapolis	24,150
New Orleans	19,500
Omaha	25,000
St. Louis	36,250
Seattle	24,450
Tacoma	12,100
South Bend	13,000
Sioux City	11,100
Madison	10,000
Springfield	12,000
Rockford	12,350
Little Rock	10,900

A great percentage of these houses are holding the picture over for a second week. Among others are Omaha, Portland, St. Louis, Los Angeles, Frisco, Tacoma, Detroit, Grand Rapids, Little Rock, Cleveland, New Orleans, Dayton, Atlanta, Birmingham, St. Paul, Providence, Columbus, South Bend, Chicago, Toledo, Rochester.

High Hats Popular

Local correspondents are getting so important here that they are writing to stars and setting their own time as to when they will be available for interviews. One writer said he could meet Clara Bow between the hours of eight and ten in the morning or anytime after six p. m.

Warner Finances Satisfy Wall St.

New York.—According to estimates in Wall Street, the earnings of Warner Brothers for the fiscal year ended August 30 are expected to be about two and one-half to three times the interest charges.

This financial position is rated satisfactory. There is about $5,000,000 cash on hand, against $2,500,000 in loans.

●

Frank Conroy Is Here To Play With Powell

Frank Conroy, New York actor-manager, has just arrived from New York and will have one of the major roles in Paramount's "Buy Your Woman," starring Wililam Powell.

Mr. Conroy has been with the Theatre Guild.

Work on the production will start within a week, under the direction of Louis Gasnier.

●

Publix Closing House

Detroit.—Lack of business is causing Publix to close the State theatre for an indefinite time. The Adams was closed some time ago for the same reason. At the Madison, downtown second run, admission prices may be reduced from 35 and 75 cents to 25 and 50 cents.

●

Owsley To New York

Monroe Owsley has been signed for the cast of "Strictly Business," in which Paramount will feature Claudette Colbert and Frederic March. The pictuer will be made in New Yorl by Dorothy Arzner.

●

Irene Delroy in N. Y.

New York—Irene Delroy, First National featured player, has just arrived in New York, having motored from California.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Eddie Gribbon
in "SUMMERVILLE-GRIBBON" Series—UNIVERSAL

WRIGHT-O
Scripts, Plays, Parts Copied
. . . Suite 206-7-8-9 HE-6812
6233 Hollywood Boulevard . . .

RKO-B. & K. In Chicago Ad War

Chicago.—The advertising departments of the RKO and Balaban & Katz theatres are in a merry war, calling names and everything. One of the latest slaps was an ad in the Tribune from RKO, intimating that the B. & K. ads were misleading and that the Publix stage shows were "obsolete."

The row started with the withdrawal of vaudeville from the RKO State-Lake. B. & K. promptly ran ads and trailers, calling attention to the Publix stage shows. RKO, inaugurating 12-weeks bookings of big names at the Palace, came back with big space about that. The last big shot was from RKO, stating that "certain loop theatrical interests" were advertising that they had the only flesh shows and that that statement "is untrue."

The RKO heads in Chicago declare that the war will go on till B. & K. stops running misleading trailers and marquee signs. Meanwhile the newspapers and the sign and trailer makers are having a lot of fun.

●

Multi-Lingual Titles In New Paris Theatre

Paris.—A new motion picture house is to open here shortly which has a plan to draw its patrons from three different nationalities by the use of titles in three different languages.

Mondays and Tuesdays films will be shown with titles in French and English. Wednesday and Thursdays the titles will be French and German, and on Fridays and Saturdays they will be French and Russian.

●

Berlin Business Fair

(Continued from Page 1)

at the present time is a Russian picture, "Blauer Express," at the Mozartsaal, now in its third week. "Burning of the Opera House" at the Capitol Theatre is also in its third week and doing good business. Mady Christians scored again in her second sound picture, which opened at the Titaniapalast this week.

"The Singing City," starring Bridgitte Helm and Jan Giepura, famous Polish singer, was previewed at the UFA Palast and looks like a winner.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

NOTICE TO THE TRADE
The Following New Songs
"LAUGHING AT LIFE"
and
"THAT LITTLE OLD SHACK"
Words and Music
By FRED PARKER
Are fully protected by copyright Numbers 16199 and 16198, June, 1930 Performing and singing rights reserved by the author and not to be used without his permission.
FRED PARKER
6337 Lexington Ave.
Hollywood, Cal.

THE Hollywood DAILY REPORTER

Vol. 1, No. 45. Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, November 4, 1930

AMOS 'N' ANDY RECORDS

M.P.T.O.A. Meet Over But Exhibs Do Not Know It

Philadelphia—From present indications the convention of the Motion Picture Theatre Owners of America is over already with the dates set for the meet, November 10, 11, and 12. Everything of seeming importance to be brought up at this convention is already in the bag. Lightman will be re-elected and all his board will be given the same dose.

The proposed standard form of contract will be ratified and everything pertaining to it will be shot through with wild acclaim.

There is word going around that all future M.P.T.O.A. conventions will be given the radio treatment. A spot will be designated for the convention, an announcer named by the Hays office will go to the city selected and will broadcast to all members of M. P.T.O.A. what and whom they have selected and what measures have passed the various boards. This will enable exhibitors to remain at home, attending to the work of running their theatres, but still getting full details of the convention that never was.

•

Brookline May Have Movie House At Last

Boston.—Movies or no movies is the question that is agitating Brookline, conceded for years to be the richest town in the United States and the largest town without a picture house. The question will be voted on by the citizens today.

Seven years ago the question came up for vote and the town gave a majority against picture houses. Times have changed, however, and the vote today is expected to be a close one. Even if the citizens vote in favor of the movies, the Selectmen may kill it, for the Board has license power.

•

Multi-Lingual Films To Be Made In England

London.—Joseph M. Schenck, of United Artists, has concluded an arrangement with William Hutter, head of an English group, whereby multilingual films will be produced in England for United Artists distribution.

"Life of Party" Lively Gross

The day and date run of "The Life of the Party" at the two Warner houses has been record-breaking. In three days the Downtown has grossed $12,740 and the Hollywood $11,982. This is the first time any picture has played the two houses simultaneously.

'Doughboys' Doing Well in Berlin

Berlin. — An American picture, "Doughboys" starring Buster Keaton, is in its second week playing both the Universum and UFA Pavillon Theatres. Another American picture, "The Taming of the Shrew," co-starring Mary Pickford and Douglas Fairbanks was previewed at a theatre in Nollendorfplatz and drew a good criticism.

The outstanding success in Berlin

(Continued on Page 3)

Picture Rocks Box Office In Check Of More Than A Hundred Houses. Great Percentage Of Hold-Overs

In one of the greatest weeks ever known to picture box office records, Radio Pictures' "Check and Double Check" banged out admissions in more than 187 houses last week, setting records for all time in better than two-thirds of those played, and business in the other third better than has been known for the last year.

This publication has the box-office reports on all houses from coast to coast and is picking out the most important spots and locations, both in key cities and small towns, in an effort to show the effect the Amos 'n' Andy picture has had on a public that has kept away from the movie houses for some reason or other. Alil of which proves that, given something they want, hard times will not keep paying patrons out of the theatre.

Exhibitors all over the country are

(Continued on Page 3)

France Passes "All Quiet"

Paris.—The French censors have approved the Universal picture, "All Quiet on the Western Front," after something of a controversy over the titles in the French version.

British Film Men In Losing Battle

London.—The battle of the British motion picture men against American films is not going so well. The ground gained by the British in what they announced as a victory, is being lost rapidly.

"Escape" is the only British-made film which is holding its own in London against the American invasion. The "supremacy" of the British product is being put to a severe test by such imported pictures as "Raffles," "All Quiet," "The Big Pond," "Holiday," "The King of Jazz" and "Forward March," which is the release title here of "Dough Boys."

The business being done by these pictures proves that Hollywood can produce pictures which hold more appeal even for British audiences than anything that has been done at Elstree. "Holiday" is going particularly well, Ann Harding scoring a great personal success.

•

Universal Shows Loss In Quarterly Report

New York.—The report of Universal Pictures for the quarter ended August 2 shows a net loss of $146,340 after expenses and charges are deducted. This is against a profit of $73,790 in the corresponding period last year.

•

C. R. Rogers' Father Dies

Boston.—Simon Rogers, father of Charles R. Rogers and Budd Rogers, died at his home in Allston, a suburb.

WARNERS CALL WRITERS AND DIRECTORS TO WORK

With the arrival of Daryl Zanuck at the Warner studios, word was sent to all contract directors and writers to head for the studio for the production of the Warner product for the new year. The writers will begin immediately on the treatments of eight pictures, and the directors will start working on stories, casts, etc., not later than November 15, with actual shooting to start during the week of December 1.

The list of directors signed for Warner pictures shows the names of Al Green, Archie Mayo, William Wellman, Lloyd Bacon, Roy Del Ruth, Hobart Henley, John Adolphi and Michael Curtiz.

There will be three supervisors working under Zanuck. Two have already been appointed, Lucien Hubbard and Ray Enright. The third will be announced a little later.

New Third Dimension Shown To Group In N.C.

Charlottesville, N. C.—The Optical Society of America, in convention here, saw a new projection apparatus demonstrated by Dr. Herbert E. Ives, of the Bell Telephone Laboratories, who believes it applicable for the production of motion pictures in third dimension.

•

Koenig-Del Ruth In N. Y.

Roy Del Ruth, Warner Brothers director, and William Koenig, production manager of the Warner West Coast studio, are in New York. On this season's card of releases, Del Ruth is responsible for the direction of "Three Faces East," "The Life of the Party," and "Divorce Among Friends."

ANN HARDING Says of Richard Boleslavsky: "He is Imaginative, Yet Practical—Undoubtedly One of the Most Thoroughly Equipped Directors for Dialog Pictures."

THE DAILY REPORTER

W. R. WILKERSON ..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

TRADEVIEWS

by W. R. Wilkerson

THE bankers say that production costs must be cut. All the sane minds in the industry are of the same belief. But where is the cut to be made, who is to make it and how are they going to go about it?

There was a great cry from exhibitors at the start of talkies that production of the audible film would never approach the costs of the old silent. Why? They claimed that in a silent picture a director could shoot, shoot and shoot; and the final cutting would see little of the footage that was actually exposed. But with the talkies, once a talking script was completed, the director had to shoot according to script, with the result that all the money spent in the wild shooting would be saved, and, as a consequence, the cost of making the pictures would be considerably lower.

Partly true, but—

●

WHERE the cost of the preparation of a silent picture was $1, the same cost of turning out the treatment, script and dialog of a talkie has gone as high as twenty and thirty times that amount, with the result that any money that might have been saved in the clipping of wild shooting has been more than trebled in the cost of making the talkies ready for shooting.

It requires no brilliance for anyone to remark that talkie costs are much greater than silent costs and, in groping around for the answer, the question of cutting production expenditures will answer itself.

●

ANY good picture has been the result of careful preparation. No picture can be made unless plenty of time is spent in getting it ready for the camera. But some studios have carried this too far. The costs of treatment, dialog and script have, in a lot of cases, been more than the actual production of the picture, with sets, direction and casts. Why?

Because some few in charge of the making of pictures do not know what they want. They cannot distinguish between good and bad, and for that reason, get eight or ten treatments from that many different writers. Then, when all have delivered their work, it is a question for the man in charge to designate properly the one to be pictured.

ALL of this money could be saved by placing an individual in charge of the making of the picture who not only knows writing and dialog, but direction as well. The result would be that he would pick out the proper man to do each job, and, when the work was finished, an acceptable picture would be the result.

The time and money lost in shifting stories around to many sets of writers is the time and money that should be saved in order to cut costs to fit the present conditions. And in addition to saving a lot of money, better pictures will be the result.

"LOVE TRADER'S" CHIEF FEATURE ITS DULNESS

"THE LOVE TRADER"

Direction.....Joseph Henabery
Story .....Harold Shumate
Photography....Miller and Goodfriend
Film Editor.....Nell Mason
Cast: Leatrice Joy, Roland Drew, Henry B. Walthall, Chester Conklin, Noah Beery, Barbara Bedford.

There is little or no basis for a picture in this dull tale of the South Seas. There is practically nothing in it for audience entertainment except the small comedy part which Chester Conklin puts over in a big way. The title and locale allow for the exploitation end of it, but it is doubtful whether that will help at the box office.

It seems that a stern and puritanical trader from New Bedford, Mass., and his young wife do not hit it off very well because of wifey's inclination for fun and romance. When they reach a South Sea island port, hubby goes ashore to buy pearls at the lowest possible price; his method being to get the native so drunk that he'll sell for practically nothing. Wifey, in the meantime, has been left aboard the ship and is visited by a handsome native. That night, hubby receives word that there are a number of pearls awaiting his approval on another island some distance away. So he leaves his wife to be lured away by the handsome native and a South Sea moon; and it was the native who had sent hubby on the wild goose chase because he didn't like the trader's methods and did like his wife. And then, at the end, there is one of those surprise twist endings, which in this case means nothing; the audience is left to figure out whether the wife went back to her husband, or ended it all in the briny deep. If the synopsis seems a bit mixed up, it is the fault of the picture—very little ado about nothing, and that "nothing," not very clear.

The acting, with the exception of Chester Conklin, is all of the pre-war variety, and it was pretty evident that the director seemed to have lost interest in the picture long before it ended. The dialog was bad—allowed for no action and never clearly defined the characters—so that the whole production never comes out of the fog.

This picture should definitely end whatever interest there might be left in stories of the wicked, alluring South Seas.

THE LOWDOWN

Hollywood portrait No. 4: When she gives you a big smile and a big "Hello," you know she means it. There is nothing wishy-washy about her affections or her personality. She is denitely, attractively and vitally modern. She has worked hard for success. She has it. She is a star without star billing. People who don't know her well say awful things about her. She knows it. People who know her well say swell things about her. She is one of the few really happy women in Hollywood. Her clothes are the talk of two coasts. She is "smart" about plenty of other things. She knows it. She is whole-hearted and over-estimates those she likes. Her married life is a real romance.

A cablegram from any part of the world addressed to "Cheerio, New York," will reach the offices of M. A. Schlessinger.

●

A famous young F. N. star must have experienced a new thrill while in the East recently—even for one accustomed to the unexpected. While dining in one of New York's smartest restaurants with the head of one of the country's largest chain of theatres, a well-known Follies girl, his ex-something, walked in. She took one look at the movie queen, grabbed a glass of water from a table, and threw it in her face as she passed! P. S. The important couple didn't stay long.

●

Ruth Taylor, erstwhile preferred blonde, now the wife of Paul Zuckerman, young New York stock broker, is "stitching tiny garments" and awaiting the flutter of the stork's wings at her luxurious Park Avenue apartment in Manhattan.

●

Keep your eyes on the three baby Warner stars this coming season. They are Claudia Dell, Marion Marsh and Evelyn Knapp. That little Marsh gal, in her first stage appearance in "Young Sinners," at a local theatre, is giving the Boulevards plenty to talk about.

●

We are reliably informed that the entire wardrobe for "Sin Takes A Holiday" was selected by Constance Bennett. If true, she deserves a lot of credit, for it is the smartest to reach the screen to date.

London Press On "Old English"

The English press reaction to the latest Arliss picture, "Old English," is proving as enthusiastic and unanimous as the reception accorded it here. This Vitaphone special was chosen as the outstanding picture of the year to open the elaborate New Victoria Cinema Theatre in London. Arliss himself was honored by being asked formally to install the theatre.

"Clearly a very great film," wrote the Daily Mail.

The Daily Telegraph reported that "his performance was so impressive that it kept 3,000 people spellbound."

The Morning Post wrote: "Mr. Arliss gave a fine performance." "A figure at once amusing and pathetic," said the London Times. "Extremely resourceful."

The Daily Herald voted it "the most brilliant piece of acting now available on the screen."

"A wonderful performance," announced the Star.

"Should not be missed," counselled the Evening Standard.

The Evening News found it "a brilliant character study."

●

Amos 'n' Andy Top St. Petersburg Receipts

St. Petersburg, Fla.—"Check and Double Check" topped everything here, attendance being big for six days, a longer run than is usual here for even a star film. In the other houses business was only average. No more houses have opened, although the tourists are beginning to arrive in large numbers. First run pictures this week are:

Pheil—"Playboy of Paris" and "What a Widow"; Alcazar—"Raffles."

●

"Whoopee" Goes Over Very Big In London

London.—The opening of "Whoopee" at the Tivoli here was a sensation. The Tivoli management expects it to equal the 26-week run of "Bulldog Drummond." Will Evans, largest theatre owner in Great Britain, cabled Samuel Goldwyn:

"Have seen your picture for second time and the more I see it, the more I wish I might show all your pictures."

●

Bookings At The Capitol

New York.—The bookings at the Capitol Theatre for the next six weeks are: Week of November 7—"A Lady's Morals"; November 14—"Brothers"; November 21—"Way of a Sailor"; November 28—"Remote Control"; December 5—"Min and Bill"; December 12—"Passion Flower."

●

Tiffany Films In Hawaii

San Francisco.—M. A. Hulling, local branch manager for Tiffany, has just closed a deal whereby all Tiffany product will be played by the houses of the Consolidated Amusement Company in Honolulu.

NEW YORK CITY

Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"FEET FIRST"

Rialto Theatre

Evening World: Has a hundred hearty laughs, but also has portions which contain gags hoary with age. However, the laughs far outnumber the tame spots.

American: From mild and moderate fun, the production climbs to a veritable crescendo of hysterical hilarity.

Times: A load of laughter.

Herald-Tribune: Shrewdly constructed, according to specifications of the invariably successful Lloyd formula, always safely routine in its ideas and leaning heavily on "Safety Last."

Daily News: Merriment of the hair-raising variety is predominant and Harold Lloyd scores another distinct talkie hit.

Sun: In essence but little more than the star's own "Safety Last," Harold Lloyd's latest slapstick venture may nevertheless be seen with satisfaction.

Telegram: Fast moving, hilariously funny comedy.

Journal: One of Lloyd's best films to date.

Post: Reminiscent in many ways of "Safety Last." It is extensively padded with that particular kind of nonsense which movie fans have endearingly come to associate with Harold Lloyd.

World: Strictly and unreservedly out of the mould which has shaped all the best of this remarkable young man's productions.

"KISMET"

Hollywood Theatre

World: The scenic backdrops, mountings and settings seem to be in keeping with the broadly theatrical manner of the play, and so it all seems well enough.

Post: Intelligent adaptation and direction would have made a world of difference with "Kismet." It is buried under a suffocating blanket of neo-Elizabethan dialog and imponderable Oriental curtains.

Journal: Moves slowly, in the manner of most costume productions, but it's fair entertainment.

Telegram: Only lukewarm entertainment.

Sun: Will pass as mild costume drama.

Daily News: Of romance there is little, but the stunning settings and the splendid performance of Mr. Skinner, will make it a talkie treat for those who like their pictures different.

Herald-Tribune: It is that the passing of time has made it seem dull, foolish, outdated and generally rococo, and that acting and production have done nothing to soften so severe a fesling.

Times: An ambitious picture, with settings that are photographed with an artistic appreciation for lights and shadows. Mr. Skinner delivers a firm and flawless performance.

American: A satisfying drama, one worthy of the finest patronage.

Evening World: A class picture, but if we are any judge, it will never click with the mob.

Horwitz Heads Texas Independents

Dallas.—Will Horwitz, of Houston, who has been fighting the distributor-exhibitor circuits on the protection issue, has been elected president of the Allied Theatre Owners of Texas, succeeding Col. H. A. Cole. The convention endorsed the Tiffany franchise as a "life saver for the little fellow."

Switzerland Has Its First Movie Chain

Lausanne.—The first chain of motion picture theatres in Switzerland, the Societe du Capitole, has been organized.

It will operate the Capitol, Lumon and Biograph in Lausanne, the Scala in La Chaux-de-Fonds, and the Mallard in Geneva. The chain is planning the purchase of more houses.

THANKS

SAM DEMBOW

(Publix Theatres)

for your subscription.

Also

Interstate Theatre Corporation, Boston

PRODUCTION NOTES

MGM has bought the sound rights to Wassermann's "The World's Illusion" and Anthony Paul Kelly's "Destiny." It had previously owned only the silent rights.

Frederick Hazlitt Brennan's "Horse Flesh," a Saturday Evening Post story, has been bought by MGM.

The release title for "Shepper-Newfounder" will be "Part Time Wife." This is a Fox picture, directed by Leo McCarey.

Donald Dilloway has been assigned a part in "Squadrons" at Fox.

"Goldiggers of Hollywood," with Phyllis Barrington featured and Mr. O'Connor directing, will be the next Willis Kent production. The picture will start in about two weeks, at Tec-Art.

Waldemar Young has been engaged by First National to adapt A. Hamilton Gibbs' story, "Chances," in which Doug Fairbanks, Jr., will star.

Mervyn Le Roy has been chosen by MGM to direct "Gentlemen's Fate," based on the Ursula Parrott story.

Charles Middleton has been engaged by MGM for the cast of "The Devil's Cabaret," directed by Marty Brooks and featuring Eddie Buzzell. Middleton will play the owner of the cabaret.

W. E. For M. P. T. O. A.

Western Electric equipment has been selected by M. P. T. O. A. officials for the reproduction of all talking pictures that will be officially shown in the convention hall at the Hotel Benjamin Franklin, Philadelphia, November 10-12.

Generating power will be supplied by the portable truck, which will motor from the Kearny works of Western Electric to Philadelphia and park outside the hotel so that wires can be run into the convention hall.

Tunester Trio's Plans

After completing their first picture for United Artists, De Sylva, Brown and Henderson will return to New York to write a stage play, then come back to Hollywood to resume their contract with the Fox studios, which calls for two more pictures.

Berger For Germany

Having completed his contract with Paramount with the release of "Playboy of Paris," Ludwig Berger is preparing to leave for his Christmas vacation in Germany. He will be back after the first of the year.

Forum Club To Elect

The Forum Club, composed of Elks who make their living in pictures, will meet at the Santa Monica Elks Club tonight to elect officers.

Joinville Plant Running 24 Hours

Paris.—With Robert Kane, general manager of European production, Eugene Zukor and Mel Shauer on their way to the United States, the Paramount Joinville studio is still working 24 hours a day. Six companies are turning out pictures in French, Spanish, Italian, Swedish, German and Polish.

It is just a year since Robert Kane came here to start this studio and it is now at work on its 105th production. The studio personnel exceeds 800, and pictures from this plant have already been released in Europe, Canada, the United States and South America.

Maurice Chevalier starts today making some sketches for the French version of "Paramount On Parade," including an original sound number. He is supported by Marguerite Moreno and other French players.

Big Westerns to Show in Syracuse on 35mm.

Syracuse—"Billy the Kid" and "The Big Trail" come to this city a week apart, the first at Loew's State tomorrow and the latter at the Fox house a week later.

They will be shown on the 35mm. film, as the Fox Eckell lacks a large screen to accomodate Grandeur, and the State has no projection equipment for Realife.

RCA Photophone Leads in Hawaiian Theatres

Honolulu—With practically all the principal theatres equipped for sound, RCA Photophone is said to control the situation. Out of sixty theatres that could be equipped, Photophone has been installed in thirty.

It is understood that the Consolidated Amusement Company, which operates most of the leading theatres, will install Photophone in the few of its theatres as yet unwired.

New Director For Clara

Reuben Mamoulian has arrived in Hollywood to direct Clara Bow's next picture at Paramount. He came West with B. P. Schulberg. Mamoulian, who was trained in the Moscow Art Theatre, in London, has several stage hits to his credit, including "Porgy." He has made one picture.

Fox Books Big 4 Films

New York.—The Fox Midland Circuit has booked twelve Big Four Westerns in Salina, Pittsburgh, Ottawa, El Dorado and Coffeyville, Kansas, and Moberly, Marshall, Brookfield, Carthage, Hutchinson, Baxter Springs and Sedalia, Missouri.

McCormick In Charlotte

Charlotte.—H. A. Silverberg, manager of the local Pathe branch, has added J. U. McCormick to his sales staff. McCormick has of late been in the film supply business and previously sold film for Select Pictures.

BELIEVE CUTS SHOULD START IN STORY COSTS

The demand of the exhibitors of the country for cuts in film rentals and the decision of the producers that negative costs must be reduced are causing much activity and many conferences among the production executives of all the major companies.

The situation calls for instant relief, especially on the balance of the 1930-31 programs, for the exhibitors' demands for adjustments on advance play dates have already reached a total of nearly $20,000,000.

One of the first phases of expense taken up has been story cost. It is estimated that, in many instances, this amounts to about 45 per cent of the cost of the picture. Some of the executives are of the opinion that this can be cut 75 to 80 per cent if more judicious assignments of writers are made. This would eliminate the practice of getting treatments on the same story from a dozen or more writers.

It has been a custom in many studios, when an enormous price has been paid for a book or a play, to call in writer after writer and start all of them on treatments, not even waiting until the first selection has turned his in. There have been cases where fifteen writers have been at work on the same story at one time.

Of course, the excuse is that the producer wants to get the best ideas of all these men and incorporate them in the story. But the trouble with this is that such a story is likely to be so distorted and jumbled that it is of no use to anyone.

It is the old story of too many cooks spoiling the broth, and those executives who really feel that production costs must come down are convinced that the story cost is the place to start.

●

Big Theatre Pool Upset

(Continued from Page 1)

kind were put into effect, the big investments made in theatre properties along the western slope would go up in thin air.

The Attorney-General was told that conditions were not of the best and that the tremendous Fox string of theatres had things their own way, but would enter a pooling arrangement that would provide for all theatres to remain open and a fair return on every investment. It was also pointed out that the plan would keep thousands of people employed that might be out of work if something like this were not effected.

It is said that the attitude of the Government was one of resentment for such a proposal, due to the fact that it would not only stifle competition in independently owned houses, but would leave every other producer of pictures not in on the pool out in the cold for the placing of his product in the territory named.

The deal might go through on a different basis at another time, but the proposal as it now stands is squelched.

Amos 'n' Andy Bust Tacoma Records

Tacoma—Amos 'n' Andy's initial screen attempt, "Check and Double Check," grossed better than $11,000 for the week's run at the RKO Orpheum. This tops all records since the house has been running pictures without vaudeville. The picture will be held over.

"Scotland Yard" played to average crowds at the Fox Broadway, while "Let's Go Native" and "Madame Satan," on a split-week policy at the Fox Rialto, went well in the evenings, but had poor matinees. "What A Widow" brought good returns at the Blue Mouse. The Riviera had a poor week with Bert Lytell's "Last of the Lone Wolf."

The new photoplays for the week are: Fox Broadway—"Monte Carlo"; Fox Rialto—"Those Three French Girls"; RKO Orpheum—"Girl of the Golden West"; Riviera—"The Big Fight"; Blue Mouse—"Across the World."

●

"Girl of Golden West" Opens Big in Frisco

San Francisco—"The Girl of the Golden West" opened at the California Theatre Friday, the first day's receipts being the second largest that the house has had in many weeks. "Whoopee" was a few dollars more.

The exploitation put on by the theatre and First National studios jointly was remarkably fine. In addition to the newspaper campaign, there were tie-ups with many merchants, three ballyhoo wagons on the streets, and various attractions at the Stanford-USC game the previous Saturday, which caught the eyes of 90,000 people.

●

Shake-up in K. F. W. B.

Warner Brothers' Radio station K. F. W. B. is slated for a complete change in its entertainment personnel, effective Monday, November 3. The station will become part of the United Broadcasting Company's chain and hereafter will book its own talent, which was heretofore furnished by Radio Varieties, Inc.

Charles Bradshaw, a 23-year-old youth, will conduct the new 25-piece orchestra and assume charge of the arranging department. Bill Tucker and Bert Fiske, pianists, Buster Dees and Johnny Murray, tenors, and Gary Breckner, baritone, will remain on the regular staff, while Jack Joy and Jerry King will have charge of all talent and programs.

●

Song Writers Back

Jimmy McHugh and Dorothy Fields, staff composers for MGM, returned last week to resume work on their present contract, which has three more months to go.

Twelve Best Sellers

The leaders of sheet music in aggregate sales along the Pacific coast for the week ended November 1, are as follows:

"Little White Lies," (pop) by Donaldson, Douglas and Gumble.

"Moonlight on the Colorado," (Pop) by Shapiro-Bernstein.

"Here Comes the Sun," (Pop) by Robbins.

"You're The Melody," ("Just Imagine," Fox) by De Sylva, Brown and Henderson.

"My Baby Just Cares For Me," ("Whoopee," UA.) by Donaldson, Douglas and Gumble.

"It Must Be True," (Pop) by George Waggner.

"Three Little Words," ("Check and Double Check," Radio) by Harms.

"Betty Co-ed," (Pop) by Carl Fisher.

"Bloom is on the Sage," (Pop) Preeman.

"Confessin'," (Pop) by Berlin.

"Down the River of Golden Dreams," (Pop) by Leo Feist.

"Beyond the Blue Horizon," ("Monte Carlo," Par.) by Famous.

Art Shires and Schacht in Universal Series

Art Shires, the ball player and fighter, and Al Schacht, one of the famous clowns of baseball, have been signed by Stanley Bergerman and Sam Friedman to appear in Chapters 9 and 10 of Universal's "Leather Pusher" series. Harrison Green, of the J. G. Mayer office, placed them.

Shires is scheduled for a fight with Kane Richmond, leading man of the series, in each chapter.

●

Geo. Waggner Publishing

George Waggner, local songwriter, has taken on additional responsibilities by establishing himself as a music publisher, with "It Must Be True" as his first number to be printed.

This new tune, originally authored by Gordon Clifford, was later embellished by Harry Barris and Gus Arnheim. The latter's orchestra is plugging the number very extensively and within the past week it has reached the list of twelve best sellers in sheet music.

●

No Stage for Huston

New York—Walter Huston is due in New York tomorrow from Hollywood, on the first lap of his vacation trip to Europe. This means that he has abandoned his idea of appearing in a stage play this Fall.

●

Radio Pics in Florida

New York—Charles Rosenweig, of the Radio Pictures sales department, announces that the entire product of the company has been booked by the Sparks chain in Florida.

Friml Cycle on Paramount Hour

Continuing its policy of broadcasting the most popular music of famous composers, the Paramount-Publix Playhouse series will present a cycle of songs by Rudolph Friml, of "Vagabond King" fame, over the Columbia network, November 4. The complete program will contain:

Overture—Cycle of songs by Rudolph Friml. Selections from "The Vagabond King," "Rose Marie" and "Naughty Marietta."
A Romantic Short—"Peach of a Pair."
A Melodic Scenic—"Around the Samovar."
The Musical Newsreel.
Organ Solo—"Little White Lies," Jesse Crawford.
Gossip of the stage and screen. Jerry "Closeup" Madison.
Broadway Hits and Popular Melodies. DeSylva, Brown and Henderson.
Presentation—"Laughter."
"Raggin' the Scale"—A modern arrangement by the composer.
Finale—"March and Procession of Bacchus," by Delibes — With chorus of mixed voices.

●

No Royalty on Music Picked up by Newsreels

New York—John Payne, of the American Society of Authors, Composers and Publishers, announces that, although picture companies must pay royalties on copyrighted music in pictures, no payments will be asked from newsreels which pick up shots where music is being played.

●

Kane May Stay in N. Y.

New York—Robert Kane, who has been in charge of Paramount production at the French studios at Joinville, arrived from Paris, Wednesday. It is understood that he may remain at the Astoria studios and that Ernst Lubitsch may be transferred to Hollywood again.

●

"Many a Slip" in Work

Production on Edith Fitzgerald's play, "Many a Slip," started today at Universal, with Vin Moore directing. Cast is headed by Lew Ayres, supported by Joan Bennett, J. C. Nugent, Ben Alexander, Slim Summerville and Roscoe Karns.

Art Schwartz

Said It Was

'ONLY A MIDNIGHT ADVENTURE'

But

'TOMORROW IS ANOTHER DAY'

Which about covers everything in the present demand for popular songs from the—

Music Center of the World

HOLLYWOOD

Brooklyn, Indianapolis and Newark

Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

BROOKLYN, N. Y.

"VIRTUOUS SIN"
Paramount Theatre

Standard-Union: Excellently directed and superbly performed.

"MAYBE IT'S LOVE"
Strand Theatre

Standard-Union: It's a double-barreled wow and should have no difficulty in packing the house.

"SCOTLAND YARD"
Fox Theatre

Standard-union: Although not particularly novel entertainment, it is redeemed by William K. Howard's imaginative direction.

"HER MAN"
Albee Theatre

Standard-Union: It's very exciting. The picture will be popular.

"THOSE THREE FRENCH GIRLS"
Metropolitan Theatre

Standard-Union: With an unusually fine cast, with dialog always funny, it becomes a highly amusing bit of movie nonsense.

INDIANAPOLIS

"CHECK AND DOUBLE CHECK"
Circle Theatre

Star: It is the kind of entertainment that gets more chuckles than laughs. The children will enjoy it as well as the grownups.
Times: Here is clean American comedy done in grand style.

"LIFE OF THE PARTY"
Apollo Theatre

Times: At times the fun is noisy and ridiculous and the laughs are not mental. It rested me and gave me a bunch of laughs.
Star: Runs generally on the level of slapstick and is about as lively a bit of clowning as we have seen for a long while.
Times: The film is good for many a shout of laughter.

"MONTE CARLO"
Indiana Theatre

Star: It is bright, with numerous deft touches that surprise and delight.
Times: Although there are a few dull moments, the bright spots and fine direction carry them through all right.

"DOORWAY TO HELL"
Lyric Theatre

Times: Lew Ayres as a "baby face" bandit.
Star: Good drama of its kind. It is not pleasant entertainment by any means.
News: It is not an extraordinary picture, but it gives Lew Ayres an opportunity to act.

"WHAT A WIDOW"
Palace Theatre

News: The picture itself is of no moment.
Star: Fine fare for feminine fans.

NEWARK, N. J.

"HER WEDDING NIGHT"
Newark Theatre

Star Eagle: The picture moves along rapidly with few letdowns.

"OH, SAILOR BEHAVE"
Mosque Theatre

Sunday Call: I have never seen Olsen and Johnson in the flesh and after this claptrap affair, I don't care to.
News: It gets by on its good performances.
Star Eagle: It would be first rate in the delicate hands of an Ernst Lubitsch.
Ledger: With Olson and Johnson. No humane person would laugh at them; they're to be pitied.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast. Owing to the amount of space required to list these activities, one studio will be reported each day.

COLUMBIA STUDIOS

This plant is very active, with two special feature productions in work, seven features in preparation and five in the final editing stages. Two of the seven in preparation will start immediately upon the return of Harry Cohn from the East, the latter part of this week.

Features In Production

"DIRIGIBLE"—Frank Capra directing. Cast: Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Harold Goodwin, Clarence Muse, Emmet Corrigan, Selmer Jackson, Al Roscoe. Jo Swerling dialog and continuity.

"THE CRIMINAL CODE"—Howard Hawks directing. Cast: Walter Huston, Phillips Holmes, Constance Cummings, Boris Karloff, Mary Doran, Arthur Hoyt, Ethel Wales, Clark Marshall, Paul Porcasi, De Witt Jennings, John St. Polis, John Sheehan, Otto Hoffman, Russell Hopton. Adaptation, Fred Niblo, Jr.

Features Preparing

"ARIZONA"—Play by Augustus Thomas. Victor Fleming will direct.

"THE LAST PARADE"—Original story by Casey Robinson. Continuity and dialog, Dorothy Howell. Erle C. Kenton to direct.

"THE MIRACLE WOMAN"—From the play "Bless You, Sister." Adaptation and continuity, Jo Swerling. Featuring Barbara Stanwyck. Frank Capra to direct.

"THE FLOOD"—John T. Neville preparing story.

"FIFTY FATHOMS DEEP."

"VENGEANCE" (Temporary Title)—Story by Louis King and Stuart Anthony. Buck Jones featured. Louis King will direct.

"SUBWAY EXPRESS"—From the New York stage hit. Fred Newmeyer will direct. Jack Holt featured.

Features In Final Editing Stages

"TOL'ABLE DAVID"—John Blystone, director. Cast: Richard Cromwell, Joan Peers, Helen Ware, Edmund Breese, Henry B. Walthall, Noah Beery, Barbara Bedford, George Duryea, Peter Richmond, Harlan E. Knight, James Bradbury, Sr., Richard Carlyle. Adaptation and continuity, Benjamin Glazer.

"MADONNA OF THE STREETS"—Director, John Robertson. Cast: Evelyn Brent, Robert Ames, Ivan Linow, Josephine Dunn, Richard Tucker, Albert Gran, J. Edwards Davis, Jule Power, Zack Williams. Adaptation and continuity, Jo Swerling.

"ROSELAND" (Temporary Title)—Director, Lionel Barrymore. Cast: Barbara Stanwyck, Ricardo Cortez, Monroe Owsley, Sally Blane, Blanche Frederici, Phyllis Crane, Harry Todd, Olive Tell, Victor Potel, Sydney Bracey, Aggie Herring, Martha Sleeper, David Newell. Story, adaptation and continuity, Jo Swerling.

"CHARLEY'S AUNT"—Director, Al Christie. Cast: Charles Ruggles, June Collyer, Doris Lloyd, Halliwell Hobbs, Hugh Williams, Flora Sheffield, Flora Le Ereton, Rodney McLennan, Phillips Smalley, Wilson Benge. Adaptation and continuity, F. McGrew Willis.

"THE DAWN TRAIL"—Director, Christy Cabanne. Cast, Buck Jones, Miriam Seegar, Erville Alderson, Ed. Le Saint, Hank Mann, Vesper Pegg, Inez Gomez, Slim Whittaker, Chas. Martin, Chas. Brinley, Robert Fleming, Bob Burns. Story, Forrest Sheldon. Adaptation and continuity, John T. Neville.

Robertson to Broadcast

John Robertson, the director, will broadcast on the California Melodies hour over KHJ on November 19,- Mrs. Robertson, who is Josephine Lovett, screen writer, will do the continuity for his talk. The broadcast will be relayed over 42 stations.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
John St. Polis
in "BEAU IDEAL"
RKO

Our Research Material is an inexpensive way to secure "Production Value."
International Kinema Research
HE-8761 Hollywood Security Bldg.

PHOTOCOLOR
—CORPORATION—
1800 El Cerrito Place . . .
. . . . . GRanite 9569

THE DAILY REPORTER

W. R. WILKERSON..... Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 58 West 45th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasser.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

Best "Cohen and Kelly" of Series--"Phantom" Is Fast

Sidney and Murray Get Laughs Thick and Fast

"COHENS AND KELLYS IN AFRICA"
Universal

Direction ..... Vin Moore
Story....Edward Luddy and Vin Moore
Screen Play and Dialog.....
.....William K. Wells
Photography ..... Hal Mohr
Film Editor.....James Morely
Cast: Charlie Murray, George Sidney, Vera Gordon, Kate Price, Frank Davis, Lloyd Whitlock, Eddie Kane, Nick Cogley and Demetrias Alexis.

Plenty of comedy material in this continuance of the Cohens and Kellys series that Universal has made with apparent success for some years now. It is the type of humorous picture from which most audiences derive considerable entertainment and, since it is really much funnier than any of its predecessors, should do a neat and tidy bit of box office business. Its locale provides abundant material for new gags, which its director, Vin Moore, who also collaborated with Edward Luddy on the story, has used to good advantage.

William K. Wells is responsible for the screen play and dialog. He has caught the spirit of the authors, giving the leading funsters, Charlie Murray and George Sidney, highly adequate lines for every situation, and they have returned the compliment by using them so that the laughs come thick and fast.

The funniest gag is the introduction of Hollywood golf in the heart of darkest Africa, where the natives play a mean game. The poorest is a heavy necking scene in which Murray and Sidney carry on with a couple of dancing girls. It isn't even necessary, the picture having enough natural comedy scenes.

Vera Gordon and Kate Price are again the respective spouses of Sidney and Murray, creating a number of good laughs on their own. They accompany their husbands, partners in a piano-making concern, on an expedition into Africa to secure free ivory. Their guide is a medicine show speiler, who poses as an authority on jungle life. Their adventures lead them into the cannibal country, where they are captured by a tribe of man-eating natives.

Some great animal scenes, cleverly photographed, give color and additional comedy touches to enliven the picture. The supporting cast is satisfactory, though most appear in complete disguise. Frank Davis, as the guide, draws laughs for all his scenes.

●

"Phantom of Desert" a Fast-Action Western

"PHANTOM OF THE DESERT"
A Syndicate Picture

Direction ..... Harry Webb
Photography ..... Wm. Nobles
Sound Engineer.....Ralph Like
Story ..... Karl Krusada
Featuring: Jack Perrin and Eva Novak.
Cast: Edward Earl, Pete Morrison, Robert Walker and Starlight, a horse.

A fast action western, featuring a good-looking, hard-ridin' hero and a pretty girl, is aided by Starlight, a mighty clever horse. The story is based on a phantom horse that is supposed to be leading other ranch horses "astray," when, in reality, the horse is an innocent victim of the ranch boss' scheming ways. These, the hero, upon his arrival at the ranch exposes, and wins the owner's pretty daughter.

Jack Perrin makes a good hero, is a good rider and looks the type. Eva Novak gives a very creditable performance, rides like a veteran of the saddle and does herself proud in this open air epic.

The balance of the cast acquit themselves in a praiseworthy manner, especially Edward Earl and Robert Walker.

Sound recording in this picture is one of its high spots, and is far above the average for indie pictures.

●

"Radio Robots" Clever Single-Reel Novelty

"RADIO ROBOTS"
Created and Directed by Ned Mann
Produced by Carroll Dunning
Independent Release

Here is an excellent single-reel novelty, made minus actors or cartooning. Ned Mann, listed as director, uses miniature settings, trick photography and puppets, with the addition of sound effects and dialog, and little men, women and animals "talk" and play instruments.

A miniature man plays a piano, while a horse sings, and, to show the contrast in size, an actor appears in a few scenes. The miniature players walk between his legs, following all over the place, strumming on instruments or making a racket.

It is evident that a great deal of time was spent making this short, for stop camera work and process shots were necessary to achieve the effects shown on the screen. A feature is the perfect synchronization.

The picture finishes with a traveling matte shot of Hollywood at night, with the miniature players singing in a mythical kingdom in the clouds. Below is Hollywood in all its glory and the lights of automobiles traveling along the streets. The young folks will get a kick out of it, and the older ones wonder how it was done.

●

Cruze Productions Purchase "Platinum"

Eddie Sullivan's last novel, "Platinum," on which Adele Commandini collaborated, has been bought by the James Cruze Productions and probably will be used as the first picture for Lola Lane.

Walter Lang will direct, and Julian Josephson, who has just signed a Cruze contract, will do the adaptation.

●

Censor Withdraws Ban

Sydney—The Australian censor has withdrawn the ban on five B. I. P. productions. They are "Suspense," "The W Plan," "Young Woodley," "Murder" and "Lady from the Sea."

Fifty Foreigns for MGM

(Continued from Page 1)

features, but also shorts on the same scale. We intend to organize permanent foreign-language stock companies, complete in acting, directing and writing personnel."

There are already 44 French, German and Spanish players under contract to MGM. During the coming month there will be several newcomers, including Lya Lys, French actress, Roger Ferdinand, French playwright, Louis Brunel and Leon Burgiere, French directors, two famous Spanish actresses—Maria Ladron de Cuevara and Maria Tibau—and other celebrities.

Five foreign-language features are in work at the studio now. They are "Toto," in Spanish; a German picture with Nora Gregor, Adolph Menjou, Egon von Jordan and Paul Morgan; "Free and Easy," which is being done in German by Buster Keaton; "Call of the Flesh," in French, with Novarro directing and starring; and "A Lady's Morals," in French, with Grace Moore as star.

TRADEVIEWS
by W. R. Wilkerson

IF any proof were needed of the wisdom of the Hays moral code, particularly that portion of it which applies to advertising of pictures, the sad experience of the Warner-First National feature, "The Office Wife," in Syracuse, supplies it.

The picture died like a dog at Warner's Strand, due entirely to the lurid, sensational type of exploitation given it in that family town.

The trouble was that Manager Leo Rosen set out to make a name for himself as an exploiteer and he picked "The Office Wife" as the vehicle with whic hto do it. He ran teaser ads in all the papers, reading: "Must every wife in Syracuse share her husband with an office wife?" Kicks flowed in from wives, from the clergy, from stenographers, from husbands, the latter perhaps animated by guilty consciences.

●

ROSEN grinned and mailed out blotters, printed "Do you love your Boss?", "Are you his Office Wife?" and similar sentiments. The stenographers turned their kicks to the police, and the Chief and the Commissioner of Public Safety told Rosen a few truths.

But Rosen couldn't be downed. He built a platform on the marquee and installed an office set with a man and girl. Their conversation was broadcast by loud speakers and the talk drew a premptory order from the police to cut it out. Rosen simply announced that the next show would be at five o'clock. Whereupon Inspector Wilkes crashed the gate and stopped the show before it started.

●

OF course, Rosen knew, as does everyone else in the picture business, that it is just this kind of exploitation against which the Hays office advises. Sometimes a manager can get away with it in a big city, but the big cities are not the ones that put profits into the pockets of the industry. The smaller places, the "sticks," resent such suggestiveness, just as Syracuse resented Rosen's efforts.

●

"THE Office Wife" opened to negligible audiences and the number of patrons grew less as the week advanced. Parents naturally would not permit their children to see a picture such as Rosen had advertised and would not go themselves. Even those who might have desired to see it, stayed away because they felt that, in such a community, their presence would cause comment. The net result was that the house had probably the smallest gross in its history.

As a matter of fact, "The Office Wife" as a picture is much better than the average. It is a shame that the misdirected zeal of one man should have been permitted to knock it out of the profits it should have had in so god a show town as Syracuse.

ALL of which proves again that Syracuse and Des Moines and Columbus and other even smaller places, which are the backbone of the box-office, are not Broadway nor the Loop, and the Hays office knows it.

THE Hollywood DAILY REPORTER

Vol. 1, No. 44. Price 10c — TODAY'S FILM NEWS TODAY — Monday, November 3, 1930

NO COAST CIRCUIT POOL

Schnitzer Denies New Pathe Report

New York — Reports emanating from Wall Street persist that the RKO-Pathe merger is in the bag and that Lee Marcus, general sales-manager of RKO, will head Pathe.

Joseph I. Schnitzer, president of Radio pictures, now in Hollywood, last night denied that there is any merger between RKO and Pathe now. This discounts, for the present at least, any chance of Marcus replacing E. B. Derr.

Newark Sympathy Strike Flopped

Newark—The threatened walk-out of the picture theatre operators in sympathy with the striking musicians, which was set for last week, failed to materialize. A conference brought about a week's truce.

The operators, it is believed, have no intention of going out unless they are ordered to do so by their own union heads. They have little love for the musicians and little sympathy for their demand for a 52-weeks contract.

Cohn Enthusiastic Over "Criminal Code"

Harry Cohn left for New York Saturday night to attend the annual Board of Directors meeting and will return to Hollywood immediately afterwards.

Before leaving he reviewed half of the unfinished production of "Criminal Code." He believes it will be the best picture ever produced by Columbia, and that Howard Hawks is largely responsible because of his expert direction.

New MGM Sound System

New York—It is announced that MGM is abandoning the squeeze track system for sound film recording because the majority of the sound apparatus in theatres is of cheaper make and cannot project sound properly justified from this system.

Hill to Direct Serial

Universal has assigned Robert Hill to direct its fourth talking serial with the title of "Heroes" of the Flame."

Nobel Prize for DeForest

Private cable dispatches last night announced that the Nobel prize for Science has been awarded to Dr. Lee DeForest, of New York and Los Angeles, for his work in connection with radio and talking motion pictures.

Schulberg Is Due. Jaffee Stays East

B. P. Schulberg, production head of Paramount, is due back from New York today, having cut his announced six-weeks stay to three weeks. It is understood that he will put into effect at once a number of production economies that were discussed by the Paramount executives during his stay.

Sam Jaffee, who accompanied Mr. Schulberg to New York, will remain there for another week.

Government Will Not Tolerate Pooling Of All Theatres On West Coast Under Fox Management

Washington—The proposed pool of theatres by Fox, Paramount, Radio-Keith and Warners up and down the West Coast has been stepped on by the Attorney-General's office, under instructions from the "higher-ups" in the running of the U. S. Government.

The suggestion of putting all theatres under the Fox West Coast management, with contracts that would provide for the playing of pictures made by all companies in the pool, has been in and out of the Attorney-General's office ten or twelve times, with the proposal red-pencilled on each occasion.

The most recent overture took the form of an economical step, with the companies involved working on the basis that, unless something of this

(Continued on Page 3)

Texas Owners Kicking

New York—The Allied Theatre Owners of Texas are complaining because they have to wait too long for pictures. They have sent in a demand for earlier runs, following the showings by the big chains.

Expect DeForest Suit Against W.E.

It was reported last night that Dr. Lee DeForest is bringing suit today against the Western Electric Company for $2,000,000.

The suit is said to be based on an agreement made in 1927 between Dr. DeForest and the Fox Film Corporation, by which Fox put up $100,000 for an option on all the DeForest patents on talking pictures. The option was not exercised and Fox forfeited the deposit.

Dr. DeForest alleges that Fox was influenced by the Western Electric Company and claims the $2,000,000 as damages. Arthur Garfield Hayes is attorney for DeForest.

ENGLISH AND FOREIGNS FIFTY-FIFTY AT MGM

Foreign language pictures will get a fifty-fifty break with the English-speaking ones at the MGM studio during the coming season, according to Arthur Loew, head of the company's foreign department.

This means that MGM will turn out fifty foreign-language feature films during the season, mostly in French, German and Spanish. The schedule will double the output of the studio and means the importation of many European players, directors and writers. Mr. Loew states that the reception of American-made, foreign-language films abroad has made this program imperative.

"Production on these new foreign versions will start within a month," he says. "We will make not only

(Continued on Page 2)

Technicolor Has Wide Film Process

New York — Announcement is made by Technicolor that it has developed apparatus for shooting wide film pictures in color.

Experiments have been under way in the Technicolor laboratories for some time, but no announcement was made until definite results had been achieved.

Double Bills in England

London—Owing to the public demand for longer shows, about forty-five percent of the British houses are now showing double feature bills.

Theatre Building Increasing Rapidly

New York—Theatre building in 1930 will show a decided increase over the preceding year, if the trend of exhibitors throughout the country is any criterion.

Fox has announced plans for at least a dozen new houses, RKO will build twenty and other circuits are also building. East Texas Theatres, Inc., will spend $200,000 in new construction, and a dozen other theatres are planned for Texas cities.

New Exchanges for RKO

New York—It is announced that new exchanges will be opened in Australia and New Zealand by Radio Pictures.

BEATON (*Donald*) ❖ **Writes in The Film Spectator, Concurring With Frank Daugherty that only Two Sequences in Sound Pictures Have STIRRED AUDIENCES. One by Lubitsch in "Monte Carlo" and one by Boleslavsky in "Paris Bound."**

THE DAILY Hollywood REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

The wife of a well known writer, who recently went to New York for a "visit," is not coming back—and for the simple reason that she was asked by her spouse to leave—and "keep going." And that's that.

•

Here's a crack too priceless to pass up—even though it was made a couple of years ago. Two well known stars (one of whom has not made a picture in some time) were discussing the value of publicity, personal appearances, etc. Finally, the now idle one, never noted for her brains, said seriously: "You know who I'd like to have for my press agent? The same man who does the publicity for the Prince of Wales!" (!)

•

On calling up a theatre the other night to inquire whether it was having a preview, the sweet young thing at the other end of the wire answered: "No preview tonight. We're just showing Conrad Nagel."

•

Will Rogers entertained the Alabama football team at Fox Movietone City, acting as master of ceremonies at a banquet tendered them. He could not charge for his after-dinner speech as he was working on the Fox studio time. There is no doubt that he will receive his tickets to the Rose Tournament game gratis.

•

Universal discovered at least 16 men who resembled President Hoover —some good and some not so good —when they started to cast for an actor who could portray the President as he appeared when Secretary of Commerce, in a presidential ball in "The Iron Man." The part was awarded to Tom Jensen, from the Hollywood Police station. A synthetic Mrs. Hoover was furnished in the person of Jessie Perry.

MGM Finally Gets Kyne Story Script

After several months of trying to work out a suitable screen treatment for Peter B. Kyne's "Never the Twain Shall Meet," MGM has finally selected the one done by Edwin Justus Mayer and has assigned W. S. Van Dyke to carry it through. It will go into production within the next two weeks as a Cosmopolitan feature.

This is the same picture that Lionel Barrymore started to make several months ago.

•

"Big Bill" Tilden To Make Shorts at MGM

New York.—William—"Big Bill" —Tilden has definitely retired from amateur tennis and has signed with MGM to make a series of shorts in the sports series to be produced at that studio.

He will start work early in the Spring.

•

Cast for "The Flood"

Jack Cohn, Columbia chief, has engaged a cast of good names to support Monte Blue and Eleanor Boardman in "The Flood." It includes William V. Mong, Arthur Hoyt, Frank Sheridan, Ethel Wales, David Newell, Ed Brady, Eddie Tamblyn, Violet Barlowe and Buddy Ray. Direction is by James Tinling.

•

Picture Names Wanted

Fanchon and Marco are establishing a precedent in motion picture circles by scouting for picture names to make an appearance at a midnight show, with pay. The engagements are sought for the New Year's Eve midnight show at Loew's State.

•

Bert Marx Out at "U"

Bert Marx is out as assistant to Robert Harris, scenario editor at Universal. No successor has been named. Bert is a brother to Sam Marx, scenario editor at MGM.

•

TRADEVIEWS

(Continued from Page 1)

security in the United States is now being sold at less than its value. In five years from now most American business men will be members of the "I-wish-I-had" club. Then it will be too late to buy a dollar for 50 cents.

•

"WHEN an American business man is depressed, the slump is in his head. When a horse balks, the balk is in his head, not his legs. When fear rules the will, nothing can be done, but when a man casts fear out of his mind, the world becomes his oyster.

"To lose a bit of money is nothing, but to lose hope—to lose nerve and ambition—that is what makes men and nations cripples."

So there you are, you calamity-howlers. That's sense. What if 1930 was bad? Tomorrow is 1931.

We'd Like To Find Out—

What the singular of Mankiewicz is?

What happened to the guy who originally said that "Business is fundamentally sound?"

Why they let good actors direct?

How the other banks ever existed when everyone was in the Bank of Hollywood?

Where there is a spot outside the industry for Foreign Versions?

Whatever became of mergers?

Why they have to WRITE westerns before shooting them?

Who this guy "Epic" is that makes so many pictures?

Whether actors have to take a "screen test" too?

Schrock with Ungar

Raymond L. Schrock has been transferred to the Arthur Ungar unit at Universal to collaborate on a new original story. Upon completing this he will work out "Steel," a super scheduled for the new program.

•

Viola Shore Back

Viola Brothers Shore returned from Europe after a three months' stay and will resume her contract with Paramount as a writer.

"Lightnin" Tops At Minneapolis

Minneapolis.—Christmas week here did not spread much Christmas cheer for the theatres. Lows were scored in almost every house. Will Rogers in "Lightnin" at the Minnesota got the money of the town.

ASTOR—"Oh For a Man" flopped badly with but $1000.

CENTURY—"Outward Bound" with no b. o. bound at $6800.

MINNESOTA—"Lightnin." Not much profit, but good with $24,200.

ORPHEUM—"She's My Weakness." O. K. with $14,900.

STATE—"Three French Girls." Poor with $7800.

SEVENTH STREET — "Outside the Law"—and the b. o. with $2300.

•

"Love in Rough" Is O.K. in Kansas City

Kansas City.—There were no box office records broken either way during last week in Kansas City, but business was fair, considering everything.

LOEW'S MIDLAND — "Love in the Rough," $15,200.

MAIN STREET — "Madonna of the Streets," $13,700.

NEWMAN—"Life of the Party," poor at $9800.

PANTAGES—"Third Alarm," O. K. with $12,200.

ROYAL—"Lightnin," playing second run, $4700.

IF IT IS NOT IN

THE Hollywood REPORTER

TODAYS FILM NEWS TODAY

IT IS NOT NEWS

Fox Transfers Studio Execs.

Pursuing a policy of interchanging executives between here and New York, Fox is sending Al Lewis to New York for six months. Chandler Sprague will replace him here as scenario editor. Jack Gardner will go on the same train, leaving Joe Pincus in charge of casting on the coast for three months.

Lewis and Gardner will leave January 6 with Roger Ferri, who is transferring the editorial base of the Fox house organ, "Dynamo," to the home office.

•

Fight Shorts Held Up

Tiffany's present series of prize fight shorts has been temporarily abandoned until the return of Paul Hurst, who has been loaned to MGM for a part in "The Secret Six." Hurst, featured in this series, has already made three.

•

Ike St. Johns at "U"

Ivan St. Johns, former publicity director at Universal studios, returns to that company tomorrow as head of the story leasing department, a new branch of the studio to dispose of its unwanted story material.

•

Radio House Organ

Beginning January 1 Radio studios will introduce its own house organ, to be known as the coast edition of "The Radio Titan." Don Eddy will be editor.

•

George Thomas Better

After spending Christmas in bed, George Thomas, editorial director of the Warner-First National publicity department, is recuperating and is expected back on the job next Monday.

•

Withers in Person

Grant Withers, husband of Loretta Young, is leaving for Detroit tomorrow to make personal appearances over the Publix circuit.

•

Hays Glad of Problems

(Continued from Page 1)

problems next year and probably still more the year after. This is most wholesome. The sad thing would be if the industry found itself with no real difficulties to overcome. That would be the stagnation of the screen."

Speaking of the re-establishment of prosperity, Mr. Hays called attention to the great help that State legislatures can be if they will institute measures of economy and efficiency in state government. He adds:

"Very well, too, may these legislatures aid business further by declaring a moratorium for the next four months on all legislation that would add specific or general additional burdens on business. This is a time for more business in government and less government in business."

Warners to Continue Making Shorts in East

New York. — Contrary to stories heard and printed, Warner Brothers will continue to make their short reels in their Brooklyn plant. The Bobby Jones series will be done on the West Coast, but all others in the East.

•

Commissary Expanding

The First National studio commissary at Burbank is now undergoing repairs and additions to increase the serving facilities from 250 to 600. This is being made necessary through the combined activities of Warner and First National units to be centered here.

•

Film Exports to China

Washington.—The Motion Picture Division of the Department of Commerce reports that the exportation of film for the past six months to China had shown a slight drop from the preceding six months. The difference in the footage was 942,200 feet.

•

Jack Hays Returns

Jack Hays, author of "Mr. Lemon of Orange," which Fox is producing with El Brendel, has returned to Hollywood after a trip to New York, where he arranged for the Shubert production of his new play, "Riverside Drive."

•

Dilloway to Fox

John Dilloway, formerly of the New York stage and who has made his appearance in several recent pictures, has been signed by Fox to a five-year optional contract. The deal was negotiated by the Wadsworth office.

•

Schayer Negotiating

After five years at MGM, Richard Schayer, scenarist, is negotiating a new contract. With "Trader Horn" and "Dance, Fools, Dance," two of his adaptations, about to be released in a big way, Dick is sitting pretty.

•

W. E. Closing Offices

New York. — Western Electric is closing some of its sales offices now that the equipping situation has passed the peak. Cleveland and San Antonio have been closed, with others to follow.

•

Saxton Play Going On

Charles George Saxton, scenarist at Radio Pictures, has arranged with the Cohens, New York playbrokers, for the production of his play, "Virgin's Holiday."

•

Pollack at Joinville

Paris.—Gordon Pollack, trick shot expert, arrived here this week from Hollywood, and will be associated with Paramount's Joinville studio as head of the trick department.

•

Two Held by Para.

Options on the contracts of Paul Lukas and Juliette Compton have been taken up by Paramount for another year.

The Hollywood DAILY REPORTER
TODAY'S FILM NEWS TODAY

Is Printing

All the News
While It's Still News

◆

Reaches

All Important
PRODUCERS
DISTRIBUTORS
EXHIBITORS

◆

Read by

Every Individual
In the Industry
Who is Making or Hopes
To Make a Success in
Motion Pictures

JACKSONVILLE, ST. PAUL and WATERLOO

Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

JACKSONVILLE, FLA.

"HOOK, LINE AND SINKER"
Palace Theatre

Times-Union: In spite of hilarious moments of amusement, wherein every device and cinema trick is utilized, the picture lacks the action and originality of the previous efforts of the pair.

"MIN AND BILL"
Florida Theatre

Times-Union: Two talented performers are now paired together in a most unusual picture that is neither a melodrama nor a farce.

"THE THIRD ALARM"
Imperial Theatre

Times-Union: Thrilling melodrama. Particularly entertaining to the young people.

"THE PRINCESS AND THE PLUMBER"
Palace Theatre

Times-Union: Only mildly entertaining fanciful and implausible picture about an imaginary European principality.

"TOL'ABLE DAVID"
Imperial Theatre

Times-Union: Noteworthy and enjoyable picture.

"REMOTE CONTROL"
Florida Theatre

Times Union: The basic idea is more unique than the usual Haines stories, but most of its entertainment value has been lost during its transcription to the screen.

ST. PAUL, MINN.

"OLD ENGLISH"
Paramount Theatre

Daily News: George Arliss brings to the screen his greatest characterization.

"BIG MONEY"
Orpheum Theatre

Daily News: Light but very entertaining picture. Thoroughly peppered with wise-cracks.

"DERELICT"
Riviera Theatre

Daily News: One of those pictures that has so much action crammed into the last half that one is glad he sat patiently through the first half.

"THE WIDOW FROM CHICAGO"
President Theatre

Daily News: This is Edward Robinson's picture. It's one of those bold, bad gangster affairs.

"THOSE THREE FRENCH GIRLS"
Tower Theatre

Daily News: Has everything but a plot. A gay procession.

WATERLOO, IOWA

"ALONG CAME YOUTH"
Paramount Theatre

Daily Courier: Though full of funny gags, capable players and properly entertaining, it won't boost the rating of Charles (Ex-Buddy) Rogers.

"SEA LEGS"
Strand Theatre

Daily Courier: This picture gives Oakie every opportunity for his old brand of comedy stuff.

Lowell Sherman Stays

Radio Pictures has exercised its option on Lowell Sherman and the actor-director will start his new picture, "Bachelor Apartment," on Friday.

Manheim To Coast

New York.—N. L. Manheim, export manager for Universal, has left for Hollywood to confer with Carl Laemmle on foreign production.

Radio Holds Tierney

Harry Tierney, composer of "Rio Rita" and many other musical hits, has been signed to a new contract by Radio Pictures.

Brook in "Unfaithful"

Clive Brook will replace Paul Lukas opposite Ruth Chatterton in "Unfaithful." The change was made because of Lukas' illness.

Controversies Over Sunday Shows Still On

Minneapolis. — There have been many controversies in towns in Minnesota and Iowa over the problems of Sunday picture shows. Some of the towns have settled the arguments, while they still rage in others.

The advocates of Sunday amusements have won out in Lake Park, Windom and Fergus Falls, Minn., and Eldora, Peterson and Lake Hills, Ia. Sunday shows are still barred in Atwater and Halstad, Minn.

Tiffany To Release British Gaumonts

New York.—Tiffany will release 11 British Gaumont pictures in Canada next year.

Hersholt in "Daybreak"

Jean Hersholt, who played with Ramon Novarro in "The Student Prince," has been assigned a role in the star's coming picture, "Daybreak," which has just gone into production at MGM. The picture is from a story by Arthur Schnitzler.

Another Brown in Pics.

Johnny Mack Brown's older brother, Harry, has taken a dive into pictures and will appear in a scene in "The Secret Six" for MGM. However, the arrangement is only temporary, because Harry is an engineer and has his own job.

Promotion for Morris

St. Louis.—Claude Morris, manager of the Strand, Midland and Royal theatres, at Hutchinson, Kas., has been made city manager of all Fox houses in Springfield, Mo.

Quinn Martin To Fox

New York.—Quinn Martin, motion picture editor of the New York World, has been signed by Fox as general story advisor and leaves for Hollywood January 10.

Exhibs Want Hokum

(Continued from Page 1)

it is no go to play split week programs in order to attract different types of audiences. They don't want pictures that are made to appeal to children only, to grown-ups only, to big towns only, etc.

They ask that the producers choose stories with an eye to the entertainment value contained in them for everyone. They ask for more action and less talk. If there must be sophistication, balance it with some hokum in the story. They want the comedy to include some hearty laughs along with the knowing smiles. They ask that the sex appeal be disguised so that it will not be necessary to park the children somewhere while mother goes to see a picture.

It has been proved by pictures like "Tom Sawyer," "Billy the Kid," "Paid," "Big Money" and a few others, that it is possible to make class productions for mass consumption, and the exhibitors feel that their hope for better business lies in the producers' recognition and observance of that salient fact.

Theatres Hurry To Install Sound

New York.—Charles J. Ross, executive vice-president of RCA Photophone, is authority for the statement that there are 10,000 unwired theatres in the country and that half of them will be equipped with sound within a year.

Irene Dunne Hostess For Washington Team

Irene Dunne, who played opposite Richard Dix in "Cimarron" for Radio Pictures, has accepted an invitation to be official hostess for the Washington football team at the Rose Bowl game with Alabama tomorrow. She will also be guest of honor at the dinner dance later at the Vista del Arroyo Hotel.

Foreign Shots Shown In Paramount News

New York.—The initial release of the Canadian Paramount News in Canada this week contains Canadian, British and European shots in accordance with the demands of the censor boards.

Radio Mat Service

Don Eddy is introducing a new weekly mat service to be sent to all the leading newspapers throughout the country, showing Radio personalities in styles and other intimate poses.

Montaigne to N.Y. Soon

Ed Montaigne, scenario editor for Paramount, will leave for New York within next two weeks for his annual once-over of the new plays and the present New York story market.

MGM Holds Montgomery

Robert Montgomery has been signed to a new long-term contract by MGM. He is now playing opposite Norma Shearer in "Strangers May Kiss."

Vaud for Fox House

New York.—The success of vaudeville with the pictures at the Fox Crotona theatre has decided the circuit to try the same policy at the Park Plaza theatre in the Bronx.

B. B. B. Says:
A Bite, A Laff Without Formality
B. B. B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

The Hollywood Reporter

Vol. II, No. 38 Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, December 31, 1930

"PUT BACK THE HOKE"

TRADEVIEWS
by W. R. Wilkerson

TOMORROW we will be looking back on 1930. To many the picture will not be so pretty, and yet perhaps, in retrospect, it will not be so bad as it seemed during the year. Looking back, we acquire perspective—and that is a wonderful thing.

Perspective is a great harmonizer. It regulates values, it blunts sharp angles, it highlights bright spots and softens shadows, until the whole blends into a mosaic with beauties that were not even suspected from a closer view.

It is really a great adjuster—this perspective. The greatest biography of Napoleon was done by Emil Ludwig, a German. The finest life of Disraeli was written by Andre Maurois, a Frenchman. John Drinkwater, an Englishman, created the best play ever written about our own Abraham Lincoln. These men had proper perspective. They were not too close.

●

NOW, commenting on 1930 in the United States, comes Herbert Casson, editor of the London Efficiency Magazine, one of the really authoritative economic publications of the world. He also has perspective, caused by his geographic location, his personal detachment and his trained analytical mind. He says to us:

"You are depressed. You think you are crippled. You are afraid of the future. You are full of fears. You have half the gold of the world, and half the machinery and most of the automobiles and all the skyscrapers.

"You have the greatest home market in the world and the largest corporations the world has ever seen. You are ruled more by ideas and less by tradition than any other nation. You have usually done what you thought you could.

●

"HOW CAN it be possible that a progressive nation of 120,000,000 people can be wrecked by a handful of fools in Wall Street?

"The prices that were forced too high had to come down. Today all prices are low. There is now a golden opportunity for every man who has eyes to see it. Dollars are now being sold for 50 cents. Practically every

(Continued on Page 2)

Sunday Movies Will Help Poor

New York. — The Common Council of Port Jervis voted six to three for Sunday movies outside of church hours, each theatre to pay $20 a week to the city poor fund.

Swanson Starts U.A. Picture Friday

Gloria Swanson has moved from Pathe to the United Artists lot and will start production Friday on "Obey That Impulse," the DeSylva Brown and Henderson story. Leo McCarey will direct. Ben Lyon will be the leading man, and Maude Eburne has just been signed for the cast.

The Swanson company moved, bag and baggage, Monday, from Culver City.

●

Gen. Theatre Equip. Shows Big Profits

New York. — General Theatre Equipment reports $3,105,530 net for the nine months ended September 30.

●

Chester Morris A Star

New York.—Chester Morris, who has made hits in many pictures, including "Alibi" and "Big House," has been made a star by United Artists.

Exhibitors Starving with Sophisticated Yarns and Implore the Producers To Bring Back Films of General Appeal

Exhibitors all over the country are contacting their local exchanges, the main offices of the distributors and the studios direct, with a plea that they hope will rid next year's pictures of the sophistication that has caused the flop of so many attractions during 1930.

Exhibs want the old hoke put back in pictures. They want stories for the mob, yarns that all families and every member of of the household will understand.

They want stories that do not depend too much on the imagination; comedy from which everyone can get a hearty laugh; romance instead of sex, and action for the kids.

They claim that the box-office cannot survive on "class" patronage; that

(Continued on Page 3)

●

Horowitz Row Put Sunday Shows Out

Dallas. — The failure to establish Sunday shows at Bryan, Tex., is attributed to the censorship agitation of Will Horowitz.

Morris Schulman, manager of the Palace in Bryan, had everything practically set and his fight against the ministers won, when the Horowitz publicity brought too much pressure to bear on the local churches.

●

Allied Meeting Jan. 3

Chicago.—The Allied States directors will meet here on January 3 to discuss plans for the ensuing year.

Exhibitors Fight Admission Taxes

New York.—Exhibitors of Pierre, S. D., and New Haven, Conn., are making determined battles against the proposed admission taxes coming up in the new Legislatures.

Several New Haven houses have already had to close on this account, and other towns will meet the same fate unless the issue is defeated.

●

Universal To Produce Own Newsreel Jan. 1

New York.—Universal is to produce its own newsreels, beginning tomorrow, handling the shots formerly handled by Kinograms.

Sam Jacobson will be the editor, with Leo Pollack as his assistant.

●

Sedgwick To Free Lance

Unable to meet his terms for a new contract, MGM is allowing Edward Sedgwick to try the free lance field as a director. The latter is now talking it over with Howard Hughes with a view to directing his forthcoming "Air Devils" picture.

●

Tiffany Plans 34

New York. — Tiffany announces that it will produce 34 features during the coming year, 14 of which will be Westerns.

●

Hoover Sec. To Para.?

Washington.—It is rumored here that George Akerson, secretary to President Hoover, is to join Paramount in an executive capacity.

LESS GOVERNMENT IN BUSINESS, HAYS PLEADS

One of the great assets of the picture business is the fact that it still has, and will continue to have, many problems to solve, many difficulties to overcome, according to Will Hays, who, accompanied by Mrs. Hays, is in Hollywood on his customary Winter visit. He said:

"The greatest promise of further development lies in the very problems which the industry is called upon to solve. Because it is a living, vital art, it has problems now, it will have

(Continued on Page 4)

Franklin Office in N.Y.

New York.—Harold B. Franklin, it is understood, will open an office in New York shortly for the Hughes-Franklin theatre chain.

●

New Houses for Publix

New York.—Publix has taken 25-year leases on uncompleted theatres in Middletown and Hamilton, both in Ohio.

JOSEPH SANTLEY *Wishes You A Prosperous* NEW YEAR

PARAMOUNT OBSERVES SEVENTEENTH BIRTHDAY

Paramount Pictures are observing a birthday this week, being just a sweet and blushing 17. The birth took place just 17 years ago in an old barn at Vine and Selma, Jesse L. Lasky and Cecil B. DeMille being responsible for bringing the child into the amusement world.

The barn was located in a citrus grove and housed all departments of the new concern. One room at the end of the barn was the office, and the joint secretary was Stella Stray, who is today head book-keeper at the Paramount studio.

They decided to make "The Squaw Man," in which Dustin Farnum had been starring, and offered him a third interest for his services, the cash bankroll being short. Farnum, however, preferred a salary, so Sam Goldwyn became a partner.

Oscar Apfel was hired as assistant to DeMille, Alfredo Gandolfi was chief cameraman, and Charles Whitaker, Frank Richardson and Tom Fortune were the rest of the staff. Extras for the picture were located on the streets and invited to work.

The barn is still intact and is now a gymnasium on the Paramount lot. Speaking of the Paramount lot—how the child has grown in 17 years!

French Slip One Over On Germans

Paris. — The German picture producers are up in arms over a ruling of the French authorities which is a blow to the showing of German talkies in Alsace-Lorraine. The ruling is that all German-speaking films shown there must bear super-imposed French titles every ten meters.

The cost of this work is about 20,000 francs per picture, and knocks all the profit out of showing the German pictures. The rule was made because the German pictures were doing most of the business in the territory.

•

Laura LaPlante In Warner Picture

Laura LaPlante has been cast for the feminine lead opposite Frank Fay in the Warner production of "The Devil Was Sick."

•

Mae Clarke Signed

After testing several girls for the part of Molly, in "Front Page," Howard Hughes has selected Mae Clarke, formerly under contract to Fox.

Laemmle Offers Prosperity Display

Traffic was tied up in Hollywood for nearly an hour yesterday to allow Carl Laemmle to express his contribution to the present prosperity campaign. It all happened when the head of Universal Pictures Corporation ordered 40 truckloads of lumber and had them parade through the streets en route to Universal studios, with the inscription, "Now Is the Time to Buy."

The lumber will be used in the construction of new stages, sets and in general studio repairs.

•

Bebe Daniels To Star In "Maltese Falcon"

Bebe Daniels' first starring picture under her new arrangement with Warner Brothers will be "The Maltese Falcon," adapted from the novel by Dashiell Hammett. Its tentative screen title is "Bad Women."

Maude Fulton and Ray Enright did the adaptation, and Roy Del Ruth will direct.

•

Busby On Examiner

Marquis Busby, formerly of the Los Angeles Times and Photoplay magazine, has joined the Louella Parsons staff on the Examiner. Busby replaces Ken Porter, who resigned to return to the free lance press agent field.

NEW PRODUCTIONS STARTING THIS WEEK

(This table will be a weekly feature of The Hollywood Reporter and, after this week, will be published Monday mornings.)

Studio	Title of Picture	Star	Director	Starting Day
Columbia	"Subway Express"	Jack Holt	F. Newmeyer	Monday
First National	Untitled	R. Barthelmess	J. F. Dillon	Monday
First National	"Big Business Girl"	Loretta Young	W. A. Seiter	Monday
First National	"Party Husband"	Dorothy Mackaill	C. Badger	Monday
Paramount	"Cavalier of the Streets"	William Powell	R. Wallace	Today
Pathe	"House of Glass"	No casting	Al Green	Saturday
Pathe	"Lost Love"	C. Bennett	Paul Stein	Thursday
Pathe	"What a Time," 2-reel comedy		Arch Heath	Today
Pathe	"Open House," 2-reel comedy		Fred Guiol	Today
Radio	"Bachelor Apartment"	L. Sherman	L. Sherman	Today
Roach	Laurel-Hardy, 2-reel comedy		J. W. Horne	Today
United Artists	"Front Page"	All-Star	L. Milestone	Thursday
Universal	"Iron Man"	Lew Ayres	T. Browning	Thursday
Warners	"Ruling Passion"	Arliss	J. Adolfi	Monday
Warners	"Devil Was Sick"	Frank Fay	M. Curtiz	Monday
Warners	"Svengali"	J. Barrymore	A. Mayo	Monday

Press Agents To Effect Economies

Those weekly headache meetings of the studio press agents and the Hays office are developing into economy confabs. Much has been done in the past to curtail expenditures in the operation of the studio publicity departments. Next week some of the press agents will introduce a resolution to cut out all telegrams to openings of theatres managed by their own companies, to curtail the practice of sending huge baskets of flowers from each of their players, and to cut down on the wire bills to the home office.

Such economies will save a lot of grief as well as money.

•

Legitimate Show Business at Its Peak

There are more legitimate shows now running in the Los Angeles district than at any time in the past nine months. Six theatres are now running stage shows ,as against 20 first run picture houses and practically the same number of de luxe second-run houses.

The plays now running are "Up Pops the Devil" at the Belasco, "Between Covers" at the Biltmore, "Elmer the Great" at the El Capitan, "Stepping Sisters" at the Hollywood Playhouse, "The Applecart" at the Music Box, and "Bird In the Hand" at Pasadena.

•

Radio's New Prop Room

A new drapery and property building has just been opened at the Radio Pictures lot. It is a three-story, fireproof building and covers 32,000 square feet. Frank Vert, head of the drapery department, has engaged seven new workers since moving in, and Sam Comer, of the prop room, has hired three.

•

For "Secret Six" Cast

Armand Kalisz, famous vaudeville star, has been cast for the role of the polite villain in "The Secret Six" at MGM. Murray Kinnell and Oscar Rudolph are also in the cast. George Hill is directing.

•

Italy Likes Barrymore

Milan. — The Italians have taken very kindly to John Barrymore's "General Crack." Owing to the government ruling against foreign language in films, the dialog is a little scanty, but the picture is doing good business nevertheless.

•

Warner Booking Deals

New York. — The United Theatres, operating 16 houses in New Orleans, and the Publix-Saenger houses in North Carolina have booked the entire product of Warner-First National, including all the shorts.

•

Unit Shows in Milwaukee

Milwaukee. — Starting Christmas Day, Publix unit shows will play L. K. Brin's Majestic here. Buddy Fisher will direct the orchestra.

THE Hollywood DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

The fact that Louella Parsons left the name of Polly Moran completely out of her review on "Reducing" has led to the rumor that the Examiner crowd, and W. R. Hearst personally, were plenty burned at the failure of eight Metro-Goldwyn-Mayer players to check in on the Christmas benefit at the Carthay Circle, after they had promised to do so. In retaliation, the rumor says, thumbs are down on any and all publicity for these players in any of the Hearst papers.

Among those who did not show up were, in addition to Polly, who was ill due to having had six teeth extracted, Norma Shearer, who was in Frisco with her husband at the preview of "Trader Horn;" Joan Crawford, on her way to New York with her husband; Lewis Stone, at home with a carbuncle on his neck, and John Miljan, removed from the studio set on the day of the benefit with an attack of influenza.

●

An enterprising (?) trade daily in New York reports that "Louis Mayer has bought an interest in the Bank of Hollywood and will reopen it this week"—meaning the week of December 19. Too bad for a lot of us that this report, like a lot of others the paper is printing, is not true.

●

Herman and Harry Gumbin, the financial backers of M. H. Hoffman and Liberty Productions, were formerly in the paper and burlap business in Chicago. Both boys are keen students of pictures and are an asset to the new crop of independent producers.

●

Ethel Sutherland is a cinch hit in pictures, having only appeared in two to date ("Finn and Hattie Abroad" and "June Moon"). Almost every agent in Hollywood is camping on her doorstep trying to get her name on the dotted line.

New York City, Syracuse and St. Petersburg
Cream Puffs *and* Slams
On NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"THE WIDOW FROM CHICAGO"
Strand Theatre

Sun: It will stand as a mildly entertaining, rather pungently done program picture.
Herald-Tribune: Another gangster picture, featured chiefly by its possession of a plot more involved than usual. It isn't bad.
Times: Only mediocre entertainment.
Telegram: Suitable and satisfactory entertainment.
Evening World: It is nicely worked out and an excellent performance by Edward Robinson raises it a lot higher than it otherwise would have been.
Post: A swift and fairly exciting melodrama.
American: Distinguished by an excellent cast. Proves to be a fast-moving thriller.
Journal: If you haven't seen too many of 'em, this is an entertaining underworld melodrama.
News: A mighty entertaining program picture.

"THE PRINCESS AND THE PLUMBER"
Hippodrome Theatre

World: It will do as program material, and this is about all.
Herald-Tribune: Diverting, light entertainment.

SYRACUSE, N. Y.

"MADONNA OF THE STREETS"
Keith's Theatre

Post-Standard: The distinguished performances of Evelyn Brent and Robert Ames make this a picture to be enjoyed.
Herald: It's just a so-so program picture, telling an old story in conventional fashion.
American: One of the most unusual tales yet to be unwound. Really something for the intelligentsia.

"SEE AMERICA THIRST"
Fox-Eckel Theatre

Post-Standard: It's a lot of conglomerous, jumbled up fun.
Herald: While it has its moments, fails to adhere to the satirical pattern and degenates into wild and goofy slapstick.
American: Riot of mirth. Great time to test yourself to see if there are any laughs left in your system.

"THE PASSION FLOWER"
Loew's Theatre

Post-Standard: Powerful, well-played drama which does justice to Kathleen Norris' novel.
Herald: A very interesting cast bolsters up what would otherwise have been a rather tiresome script. The tiresome element is due to the dialog writers' inability to make a long story short.
American: Same old triangle story but the details are different. Besides this has Kay Francis.

"ALONG CAME YOUTH"
Paramount Theatre

Herald: Mr. Erwin is the excuse for seeing this and he merrily gallops away with laugh after laugh.
Post-Standard: A rollicking comedy. Stuart Erwin is a riot.

"TRUTH ABOUT YOUTH"
Strand Theatre

Herald: Mild little play, well acted.
Post:Standard: Just a nice little entertaining drama.

ST. PETERSBURG, FLA.

"ONLY SAPS WORK"
Alcazar Theatre

Independent: Very diverting entertainment.

"MOROCCO"

Independent: The story has many interesting angles.

"NUMBERED MEN"
Alcazar Theatre

Independent: First National wasted a good cast in this picture.

"CAPTAIN OF THE GUARD"
Cameo Theatre

Independent: They did not make a very good job of handling this spectacular picture.

Soviets To Have Own Hollywood

Berlin.—The Soviets are developing their own Hollywood in Russia. A plant is to be erected, covering sixty acres, with special sound studios, a film university and living quarters for all employees.

The movie city is a part of the famous five-year plan of the Soviets, and will begin operations with a capital of more than $6,000,000. It will be completed in 1933.

PRODUCTION NOTES

Tom Kennedy has been added to the cast of Paramount's "Have You Got It."

●

Eric Jalkhurst for an important role in the Ruth Chatterton picture, "Unfaithful."

●

Edmund Breese to "Last Parade" at Columbia.

●

David Newell to "The Flood" at Columbia.

●

Thelma Todd and Mae Busch added to Laurel and Hardy untitled at Roach.

●

Don Ryan assigned to Universal writing staff.

●

Louis Natheaux added to the cast of "The Secret Six" at MGM.

●

William Bakewell to the cast of "Daybreak" at MGM.

●

Frances Hyland assigned to do the script on "X Marks the Spot," for Tiffany, from Edward Dean Sullivan's story.

●

Hector V. Sarno to the cast of "Secret Six" at MGM, with George Hill directing.

●

"Unfaithful" will be the release title of Ruth Chatterton's next for Paramount, heretofore called "New Morals."

●

Leo Morrison has placed Paul Porcasi in the cast of "Svengali."

●

John Rutherford and Eddie Gribbon to "Mr. Lemon of Orange" at Fox.

●

Kent On Block Booking

(Continued from Page 1)

itors against their will, is it conceivable that we could have kept the goodwill of all these customers?"

He closes his letter with:

"The very pictures whose showing is most desirable from the standpoint of the many people who have been misled by an unfortunate name into thinking that block booking is a pernicious practice, are sometimes rejected because of the 10 per cent clause. Selling films in block is a good deal like selling magazine subscriptions; even if you don't like the issues, you have to pay for them."

THE Hollywood REPORTER

Vol. II, No. 37 Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, December 30, 1930

SELL FOREIGNS IN U.S.

TRADEVIEWS
by W. R. Wilkerson

THE Franklin hat is in the theatre ring again, this time accompanying a nice, wide sombrero with the Howard Hughes band on it. And things will begin to pop on the exhibition front in very short order.

Give H. B. a few well-placed houses, an organization such as he is capable of forming, and he will make things tough for the greatest chain. That baby knows theatre operation as no others do. He knows entertainment in all its varieties and rarely fails to give his audiences a big run for their money.

●

THIS office was the recipient of three wires from exhibitors in different parts of the country asking a wired report on the new Franklin chain; these coming almost the hour the Hughes-Franklin Theatres story broke. And if exhibitors would wire us for a report, how many wires do you think the Franklin office received yesterday for information on his plans?

Make no mistake about it, this fellow Franklin is a most important individual in this business. There are hundreds of exhibitors in strategic spots throughout the United States who will be happy to throw their chips into any pot that H. B. will open. And with Howard Hughes doling out the chips, Franklin will start a deal in a game that will make of independent exhibitors a lot more than the term implies.

●

ALTHOUGH it is denied and re-denied, we have a hunch that the first chain to come into the Franklin operation will be the one that United Artists is building. In fact, the fine hand of one Joseph Schenck is seen back of this whole deal.

This new organization will give the indies a great break for, instead of the big circuits threatening the exhib with the building of a new house if he does not book their product, the exhib will threaten the producer-distributor with "give me your product at a fair price or we will cast our lot with Franklin."

Fox Salesmen Get Vacations

As a reward for their work during the past year, Jim Grainger has given his entire sales crew a two weeks' vacation WITH PAY. They will be back at work January 5.

Sexy Advertising Out in Chain Order

New York.—Orders have gone out from the main offices of every chain, advising district managers and the advertising and publicity heads to soft-pedal all sexy copy. This is a result of the Hays squawk about the manhandling of the code.

The order is imperative and means dismissal if it is not carried out.

●

Yates Estimates Big Profit for Consol.

New York. — Herbert Yates estimates that the profits from Consolidated Film Industries for 1930 will better $2,000,000.

Sales Forces Ordered To Create Markets in Foreign Colonies Here for Films That Cannot Be Sold Abroad

All the major producer-distributor companies have instructed their sales forces to bend every effort to build up a market in this country for the foreign-language versions for which there is limited sale abroad. This will help pay negative costs.

As a result, all sales forces are trying to sell an idea to those exhibitors whose houses are located in neighborhoods where the population is of foreign extraction. The idea is to turn at least one house in each of these neighborhoods into a foreign-language theatre exclusively.

In furtherance of this plan, the companies have made careful surveys of the situation in all parts of the country and have garnered a lot of

(Continued on Page 3)

●

"Lightnin" Breaks W. Coast Records

San Francisco. — Will Rogers in "Lightnin" is breaking every known house record for the week at the local Fox house. It has done in excess of $37,000 on its first four days and is headed for a $60,000 week.

The picture broke the house records in Seattle at the Fifth Avenue, in Oakland at the Oakland, and in Portland at the Broadway.

Production Costs To 1927-28 Levels

According to statistics gathered by The Reporter from fairly authentic figures, the amount spent for motion picture production for the year 1930 will not exceed $110,000,000.

With the present drive for reduction in negative cost, it is estimated the figure will drop to $90,000,000 for 1931. This will bring production expenditures back to the level of 1928, 35 per cent under 1929.

Figures presented by a recent survey of the U. S. Census Bureau showed $153,000,000 expended in 1929, which was a heavy year.

●

Bondholder Sues To Stop RKO-Pathe

New York. — An organization known as the ABC Development Corporation, a debenture bondholder, began suit in the U. S. District Court here yesterday in an effort to stop the sale of Pathe to RKO. The plaintiff seeks to restrain the sale, the complaint being based on the Sherman anti-trust law. The Chase National Bank is named in addition to RKO and Pathe.

●

L. A. Paper Cuts Rate Gets New Contracts

The Los Angeles Express lowered its amusement advertising rate from $4.97 to $4.20 and immediately had its contracts accepted by the four big chain-owned circuits here.

●

No "Cock-Eyed" Sequel

Fox will not make a sequel to "The Cock-eyed World."

KENT EXPLAINS AND FAVORS BLOCK BOOKING

New York. — Sidney Kent has written a letter explaining and upholding the practice of block booking in answer to a request for enlightenment on the subject, sent him by the Rev. W. B. Bullen, of Lee, Maine.

He explains that it is the most feasible plan because it creates a market for better pictures, permits the industry to keep ahead of the public demand, and effects economy in distribution. Pointing out the practicability of the custom, Mr. Kent said:

"Eighty-five per cent of the accounts that used Paramount product 15 years ago are still buying from us. If we had forced pictures on exhib-

(Continued on Page 2)

Erlanger Interests Give Up Talkie Plans

New York.—It is understood that the Erlanger interests have abandoned their plans to make talkies for the Erlanger chain of theatres. It would not pay to make them for only 25 theatres, and distribution in other channels could not be arranged.

●

"Trader Horn" For Astor

New York. — "Trader Horn" is slated as the next MGM production to play the Astor Theatre, following "New Moon."

"CRIMINAL CODE" IS A NATURAL FOR ANY BOX OFFICE
A COLUMBIA PICTURE

OUTLOOK BRIGHTER FOR INDUSTRY IN BRITAIN

London.—The outlook for the British picture industry for 1931, while not as good as could be wished, is much more encouraging than a year ago. In the first place, the leading producing companies can announce their programs with some assurance of being able to live up to them.

In the second place, while British capital has been hunting holes when invited to invest in picture production, it comes out in the open when the building of new theatres is suggested.

The latter phase is perhaps the most encouraging. There are several reasons, one of which is the obvious faith of the American companies in the British public, as shown by the enormous expenditures for new theatres made by them. Paramount alone recently paid $7,500, 000 for four houses in London. Within the past few months two new houses — the Leicester Square and the Trocadero— have been opened. Both are "supercinemas" and represent heavy investments.

Furthermore, $35,000,000 was paid into the British Exchequer within the past year in entertainment tax by patrons of the movies. This, of course, is the main reason for the alacrity with which capital is being put into new theatres.

So far as production is concerned, the British producers expect to turn out about 125 features this coming year, at a cost of approximately $7,000,000. They will have no trouble in distributing them if they are good, because the people will favor home product if they can. The fact that the British movie houses paid nearly $10,000,000 in rentals of British films during 1930 proves this.

It is the hope of the British producers that, by the end of 1931, Great Britain will have passed Germany and become the second largest picture-producing country.

●

Bill Fox Is After Houses Everywhere

New York. — William Fox has scouts out in the mid-west and south, starting negotiations for groups of theatres for a chain he has under formation. There is a chance that this group may join the Hughes-Franklin chain.

●

Howard Hughes To Make Capone Story

Howard Hughes is soon to place in production the story, "Scarface," which he purchased over a year ago. It is said to be the life of Al Capone. No director or cast has been assigned as yet.

●

Brower Heads Seattle Film Board of Trade

Seattle.—N. H. Brower, Warner manager, has been elected president of the local film board of trade, succeeding George Ballentine.

●

Allvine Coming Jan. 20

New York.—Glendon Allvine has deferred his trip to the coast until January 20, which will allow him sufficient time to familiarize Vic Shapiro with general details. Shapiro leaves for New York January 6.

●

Taurog and Burton On Para's "Skippy"

The direction of "Skippy" has been turned over to Norman Taurog and David Burton.

●

Helen Chandler at MGM

Helen Chandler has been engaged at MGM as leading woman for Ramon Novarro in "Daybreak." This is made from the Arthur Schnitzler novel and is being directed by Jacques Feyder.

●

Rennie Leaves N. Y.

New York. — James Rennie left yesterday for Hollywood to play the lead in "Party Husband," to be made at First National.

Big Warner Broadcast for "Viennese Nights"

Arrangements have been completed for a record-breaking series of broadcasts featuring the musical hits in Warner Brothers' "Viennese Nights." The numbers will be heard on the time of several national advertisers and the purpose of the hook-up is to call attention to the national release of the picture on January 3.

●

"Bat Whispers" In N. Y. On Wide Film

New York.—"The Bat Whispers," United Artists production, will be shown at the Rivoli here, starting February 9, on wide film.

●

Evelyn Knapp Cast In Arliss Picture

Evelyn Knapp has been cast for the feminine lead opposite George Arliss in the Warner production of "The Ruling Passion."

●

Mary Duncan for Legit

Bill Gill, of the Max Hart office, has placed Mary Duncan in the star role of "Topaz," to be produced by Curran and Belasco at the Belasco.

●

Swartz With Warners

Moe Silver has appointed Marty Swartz manager of the Warner house in Huntington Park. Marty is a former New York exhib.

●

Brown Publix Dist. Mgr.

Stanley Brown, former United Artists Theatre manager here, has been appointed district manager for Nebraska by Publix. Leon Levy will return as manager of the U. A.

Publix To Select Men for 100% Club

New York. — The Publix district managers will vote on the best 10 managers for their 100 Per Cent Club here Friday.

The points considered are advertising campaigns, skilful program arrangements, average on quota business, elimination of overhead, general showmanship and company routine.

●

Churchmen Seek More Drastic Sunday Law

Louisville.—The church organizations of Owensboro are seeking to have teeth put into the Sunday closing law of that city. The law is enforced, but doesn't carry sufficient penalty.

The owners of the Empress and Bleich theatres are arrested every Sunday and fined $5 each, but they pay it and open the next Sunday just the same.

●

"Code" in Baltimore For House Birthday

Baltimore. — The Rivoli Theatre here will celebrate its third anniversary beginning the week of January 3. "Criminal Code" will be the attraction.

●

South Likes Westerns

New York.—Eight towns in Georgia and seven in Tennessee were sold this week on all the Big 4 Westerns, through the Arthur Bromberg Attractions of Atlanta.

New Policy At Para. Joinville

Paris.—No more foreign versions of American pictures will be made at the Paramount Joinville studio. With the signing of Rex Ingram as director-supervisor comes the announcement that only foreign versions of foreign material will be produced. This means that, if a French story or play is bought, only a French version will be made. If a Spanish story, the only version will be Spanish.

This will make for greater production efficiency because, heretofore, each scene was shot in all the languages in which it was to be made before the next scene was photographed. The first picture under the new policy will be Yves Mirande's "Un Homme en Habit." Ingram will coach and Robert Florey will direct.

●

Frank Lloyd To Direct "The Reckless Hour"

Frank Lloyd has been assigned to direct "The Reckless Hour" at First National. This is the film adaptation of Willa Cather's "The Lost Lady." Production starts in February.

●

Wheeler-Woolsey to N.Y.

Bert Wheeler and Robert Woolsey left for New York last night for a few weeks vacation.

●

Sidney Blackmer Back

Sidney Blackmer returned here last night from New York to resume his contract with First National.

Film Salesmen Ordered To Dispose of Foreigns in U.S.

(Continued from Page 1)

interesting and useful information. Everyone knows that Milwaukee and St. Louis are heavily German, San Francisco and New Orleans have large French populations, and Los Angeles has a lot of Spanish-speaking people.

The surveys show also plenty of Germans in New Haven, Spaniards in Detroit, many Spaniards, Italians, French and Germans in New York, a polyglot population in Dallas, French, Italians and Germans in Los Angeles. These are only a few of the spots, taken at random. The salesman's talk to the exhibitor is to try out foreign-language talkies one or two nights at first, and then, if these are successful, put them in exclusively.

The producers expect to get back one-third to one-half of the negative costs from these showings, a welcome income when the state of the foreign market is considered. It may even be that the big chains will swing some of their houses over if the independents, who are being approached first, show any profits.

The proponents of the plan point to the California Theatre, in Los Angeles, which is making money with Spanish pictures. Fox is to re-open the Balboa, at San Diego, with Spanish talkies, and Warner Brothers have announced that they will release the German version of "Those Who Dance," called "Die Tanz Geit Weiter," in this country.

In New York, the backers of the idea point to the Fifty-fifth Street Playhouse, which now has the German production, "Two Hearts In Waltz Time," in its twelfth week.

●

Fox Shows Noiseless Recording System

New York.—"The Shepper-Newfounder" is being shown at the Roxy Theatre with a new noiseless recording system, perfected by the Fox engineers. It differs in detail from the Western Electric system, but the results are the same.

●

Ballentine Is Now Fox District Mgr.

Seattle.—George Ballentine, manager of the Fox office here, has been promoted by James R. Grainger to district manager of this zone.

●

Close Big 4 Deals

Omaha.—A. R. Seymour, Big 4 special sales representative, has just sold all the Big 4 features and shorts in three Iowa cities — Davenport, Cedar Rapids and Marshalltown.

THE Hollywood DAILY REPORTER
Today the Next Issue

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

Hollywood is amusedly buzzing over the obviously "grudge" review on "Reducing" printed by one of our foremost female chatter writers. The write-up contains several references to "Miss Dressler's picture, "Miss Dressler's comedy," "Miss Dressler's acting," etc., and mentions everyone in the supporting cast right down to the smallest bit players BUT omits entirely the name of Polly Moran. The picture CO-STARS Marie and Polly—and no one, not even this particular reviewer, could FORGET that!

●

If you listen to the guys doing the talking, **everybody** in Hollywood was stuck with the closing of the Bank of Hollywood. But the bank examiners now report that unsecured loans to individual members of the picture colony had a lot to do with the bank closing—about $80,000 went the way of all flesh, and the names mentioned credit several of the boys who have been squawking the loudest.

●

The possibility of a member of the actual "400" becoming the sister-in-law of a couple of movie stars seems rather remote, but is, according to strong rumor, about to become a fact. The third brother of the hard-working m'Dvani boys is, we hear, going to marry one of the Astor girls, of the New York Astors, and Astor millions. The other two, you know, married Pola Negri and Mae Murray.

●

Luncheon at the Embassy revealed Dolores Del Rio looking remarkably well and happy after the long battle with ole man Sickness; Claire Windsor glad to be "home again" after an absence of nearly two years; Lowell Sherman en monocle; and Ethel Sutherland in a stunning sports costume, on her way to the game.

NEW YORK CITY
Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"TOM SAWYER"
Paramount Theatre

Sun: It is qualitative, human and immensely likable, and I am certain that Mark Twain would approve of it.
World: Naturally, every child deserves to see it. But the guardians and parents who act as chaperones will be second to none in the fun to be had.
Herald-Tribune: It may have been meant chiefly for children, but if any adult fails to enjoy it, then I'm afraid I wouldn't get along with him very well.
Times: One of the few pictures that can be seen with appreciation and enjoyment, even immediately after reading the book again.
Evening World: It has captured the mood of the Twain yarn with marvelous felicity.
Post: A wholly delightful blending of adolescent vagaries and adult humor, that artfully captures those very qualities of character drawing and of sympathetic insight into the lives of young people which have made Twain's book imperishable.
American: No better entertainment for all ages, sexes and previous conditions of servitude has ever been devised.
Journal: No matter what your age, you'll get a tremendous kick out of "Tom Sawyer." They have done a grand job in filming it.
News: It's a rare treat. Put it on your list. We can't remember when we last had so swell a time seeing a movie.

"THE DEVIL TO PAY"
Gaiety Theatre

Sun: It is to laugh—lightly. A beguiling talkie.
World: It is a continous joy, and one of the few genuinely bright hours along the present-day Broadway.
Herald-Tribune: A polished, tasteful and entirely likable screen comedy.
Times: Wholesome, carefree picture with bright lines and one in which a cheery mood is sustained from the opening scene to the fadeout.
Telegram: Slight and artificial, but its humor is real.
Evening World: A class picture. One of Colman's best contributions to the screen.
Post: An amusing and thoroughly diverting piece.
American: Utterly charming, wholly delightful, adult entertainment.
Journal: For utterly charming entertainment don't miss this production. A swell picture.
News: Corking comedy. Light amusing story.

"THE PASSION FLOWER"
Capitol Theatre

Sun: For a while the thing holds you, but before it is over its paucity of situations, its stereotyped scenes begin to pall and it winds up as competently done mediocrity and something of a bore.
World: A very workmanlike, dependable and rather noticeably undistinguished play it makes.
Herald-Tribune: The most familiar of all motion-picture stories, brightened a trifle by more of a suggestion of sincerity than you will ordinarily find.
Times: The good work of the players and the competent direction are somewhat vitiated by strained psychology, strangely vacillating characters and uneven dialog.
Evening World: At best, a pot-boiler.
Post: Moderately interesting, even if not always convincing.
American: While not memorable, it is real good entertainment.
Journal: A good program picture in which a familiar situation is neatly developed.
News: Folks who enjoy matrimonial mixups will find this an interesting and smoothly directed talkie treatise.

"THE COHENS AND KELLYS IN AFRICA"
Globe Theatre

Herald-Tribune: You may care for this little offering even if we can't recommend it.
Times: More than ordinarily dull and lacking in good taste.
Telegram: In a word, it isn't much.
Journal: If you liked their former adventures, you'll enjoy this one too.
World: You might find it slightly juvenile, but after all, most fun is of the simple sort.
American: Offers many moments of juvenile amusement. Should find approval.
News: Isn't really funny enough to be considered in the hit class.

St. Paul Houses Have Dull Week

St. Paul. — The holiday season didn't do much for the picture houses, most of them having rather a dull week. "Old English" did fairly well at the Paramount, and "Derelict" at the Riviera, had the best business of the week.

"Those Three French Girls" at the Tower did only fairly well; "Big Money" wasn't much at the Orpheum, and "The Widow from Chicago" flopped at the President.

●

Business Badly Off In St. Petersburg Houses

St. Petersburg, Fla. — Business slumped here, due to shopping and bad weather. The Alcazar was best, playing "Numbered Men," "Only Saps Work" and "Billy the Kid." The Pheil opened Christmas Day with "The Silver Horde." The Plaza was fair with "Sunny," "Morocco" and "Hook, Line and Sinker."

Although the town now has more than 8000 seats to a permanent population of 40,000, there is talk of opening another house.

●

"Min and Bill" Gets Play in Jacksonville

Jacksonville. — "Min and Bill," opening at a midnight show, did the best business of the week. The first two days also were big. "Hook, Line and Sinker," another midnight opening, also drew well. Other houses off, due to Christmas shopping.

●

George Ullman Better

S. George Ullman is recuperating from an appendicitis operation at the Hollywood Hospital.

MAX PARKER Writes:
"All your stills are strictly to the point and very accurate."
INTERNATIONAL KINEMA RESEARCH
HE 8761 Hollywood Security Bldg.

B. B. B. Says:
A Bite, A Laff Without Formality
B. B. B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

DO YOU NEED STORIES?
Young man with wide knowledge of books and plays, having severed connection with a large studio, is available to aid in the selection of new material.
Box 77, Hollywood Reporter

'RESURRECTION' NOTABLE VELEZ AND CAREWE SHINE

"RESURRECTION"
Universal

Produced by .....E. M. Asher
Direction .....Edwin Carewe
Story by .....Leo Tolstoy
Screen play and dialog.....Finis Fox
Photography .....Robert Kurrle
Film Editor .....Edward Kahn
Art Direction .....Herman Rosse
Cast: Lupe Velez, John Boles, Nance O'Neil, Wm. Keighley, Rose Tapley, Sylvia Nadina, Michael Mark and Noel Francis.

Tolstoy set to words and music. The production is noteworthy for the fine performance of Lupe Velez as Katusha and the able direction of Edwin Carewe. Those who saw the silent version will be more than pleased in seeing this, and Lupe Velez will add plenty to her following and establish herself at the box office as a good dramatic actress.

It recounts the already familiar story of the seduction of the peasant girl, Katusha, by Prince Dmitri. Dmitri leaves her to join his regiment at the front, goes Russian aristocracy in a big way and, in the arms of many others, forgets the girl he left behind him. Seven years later he finds himself a member of the jury that tries Katusha for complicity in the murder of a tradesman. Katusha has been forced into a life of shame and innocently has become a party to murder. Despite the pleadings of Dmitri ,she is sentenced to hard labor in Siberia for life. Dmitri's conscience refuses to let her do this alone and, since he cannot have her pardoned, he decides to follow her and protect her as best he can through all her trials. He succeeds in having her sentence changed to exile and offers to marry her and stay with her in Siberia, but Katusha wisely sends him back to Russia to expiate his sins there by helping others to avoid her fate.

Carewe has done a good job with the direction. The dramatic scenes have been very well handled and, with some judicious cutting, will double their value. Carewe deserves plaudits because he has overcome successfully, for the most part, some pretty poor dialog. The speeches given most of the characters are stilted and trite and it would have been wise to use a little more of Tolstoy and less of Christmas card sentiment in writing the lines.

Lupe Velez as Katusha is indeed a revelation. Her acting in this production is splendid. She is restrained, never cute or coy, and delivers her lines in telling fashion. Her courtroom scene in particular is very well done. John Boles as Prince Dmitri hardly measures up to scratch. He is always John Boles and overplays his winning smile. He is at his acting best when he sings, and in that one scene he is good. The rest of the cast ranges from just fair to poor, and it is Lupe Velez and the direction of Edwin Carewe that lift the picture into a high place.

Robert Kurrle's camera work is excellent and his expert photography makes a number of the scenes of the outdoors look as though they had been taken outside of the studio.

There is room for plenty of good exploitation here and exhibs should have no difficulty in selling this one.

●

Stebbins Has Publix Worried in Detroit

Detroit.—Jack Stebbins, owner of the Regent Theatre here, is instituting a deluxe show policy with the result that Publix, which controls the town with the exception of the local Fox house, is said to be plenty worried. Stebbins is an independent exhib who was formerly in the employ of Fox, running deluxe houses.

●

"Ruling Passion" Cast

Among the players cast in "The Ruling Passion," George Arliss' next for Warner Brothers, are Mrs. Arliss, David Manners, Tully Marshall, Noah Beery, James Cagney, Sam Hardy and Ivan Simpson. The picture is based on "Idle Hands," an Earl Derr Biggers story.

●

Para. Buys in Australia

New York.—Paramount has purchased the Capitol at Melbourne, and the Prince Edward, at Sydney, to add to its big string of houses throughout Australia.

●

"U" Shakes Up Sales

(Continued from Page 1)

Landow, Philadelphia, Pittburgh and Washington; Dave Miller, Buffalo, Cleveland and Cincinnati; W. J. Heineman, San Francisco, Butte, Denver, Los Angeles, Portland, Seattle and Salt Lake; E. T. Comersall, Chicago, Des Moines, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis and Sioux Falls; Clair Hague, Toronto, Winnipeg, Montreal, St. John, Vancouver and Calgary. The manager for Dallas, San Antonio and Oklahoma City has not yet been named.

Chevalier Back Jan. 15

New York. — Maurice Chevalier's success in London has caused an extension of his engagement there so he will not return to the Paramount eastern studio to work until January 15.

●

Talkies in China

Shanghai.—The Strand theatre has just installed Western Electric equipment, this being the twenty-first house in China to be wired.

●

Continental Offices

New York. — Continental Accessories is entering its second year with plans for offices in every key city. It is located in 10 cities now.

●

Arline Judge Coming

Arline Judge, the musical comedy star signed three weeks ago to appear in Radio pictures, will arrive here next Wednesday night.

Australian Exhibs Wary of Wide Film

Sydney.—Australian exhibitors are extremely apathetic about the wide film because no new commitments are welcome at this time.

They are in the same position as the British exhibitors who are still paying off on their sound equipment and are afraid to raise admission prices.

●

Scranton Exhibitors Fighting Seat Tax

Scranton.—All theatres here are up in arms over the proposed city tax of 20 cents a seat that has been voted by the City Council. The bill is up before Mayor Fred K. Derby for his signature.

●

Job for Serkowitch

Ben Serkowitch, formerly editor of "Publix Opinion," has been made aide to Joseph Plunkett, general manager of the RKO theatres. He is now making a special survey of all houses in an effort to lessen the red figures.

●

Newsreel in Syracuse

Syracuse.—Julian Brown, owner of the Brown-Chapin Gear Company, has acquired the Empire theatre here and will open it as a newsreel house. The house is re-named the DeWitt.

●

Kutinsky After Chain

New York. — Morris Kutinsky, whose plan to organize a chain of theatres in New England fell through, is now negotiating for several houses in Greater New York.

●

MGM Auditors To Meet

New York.—All Metro-Goldwyn-Mayer auditors will convene at the home office for their annual confab on January 5.

Lubitsch To Do "Man I Killed"

New York.—Ernst Lubitsch will do the Maurice Rostand story, "The Man I Killed," following the Chevalier picture he is about to start.

The screen play for the "Killed" story is being done by Ernest Vadja and Samson Raphaelson. Picture to be made in the Astoria studio of Paramount.

●

New Warner Manager

Milwaukee. — Frank Westphall, formerly manager of the Venetian theatre in Racine, has been made the Warner manager for that city. L. B. Ramsdell takes over the theatre.

●

New Louisville House

Louisville. — The opening of the National theatre here gives the city seven first-run houses. The others are the Alamo, Strand, Loew's, Rialto, Mary Anderson and Brown.

●

Birthday for RKO

New York.—In celebration of its second anniversary, RKO will stage "Greater Show Month" in all its theatres during January.

●

Deal for Columbia

New York.—Columbia has booked all its features and shorts with the Butterfield chain, representing 22 cities in Michigan.

●

Hard Times in Iowa

Des Moines.—More than 100 picture houses in this state, mostly in the small towns, have closed since early Fall.

●

Sherman Starts Friday

"Bachelor Apartment," under the direction of Lowell Sherman, will go into rehearsal at the Radio studios next Friday.

U.S. Films in Seven of Eight West End London Theatres

London. — Seven out of the eight West End houses in London are playing American pictures for the holiday season. The exhibitors are divided over the state of business, one group contending that the holiday slump is the usual 10 to 15 per cent, while others say it is fully 30 per cent and the worst in years. The figures made public for the West End houses show that "Hell's Angels" at the Pavillion is affected the least. It is one of the long-run films and never has gone below $17,000 in any week.

"Devil with Women" got more than $13,000 in its fourth week at the Capitol, and "Animal Crackers" in its fifth week at the Carleton is averaging even better. "Big House" has had three weeks at the Marble Arch, doing better than $8,500 each week, and "Whoopee" has been averaging around $18,000 for eight weeks at the Tivoli.

The Alhambra, which has been taken back by Stoll, is playing "Just Imagine" to very satisfactory business. Its new policy calls for weekly changes. "Viennese Nights" at the new Leicester Square theatre seems to please ,although the critics were not especially friendly.

The one British picture, "A Warm Corner," at the New Gallery, averaged a little over $12,000 for five weeks. "The Big Trail" will follow it.

●

Shorts for Kid Trade

New York. — Fred Quimby, short subject sales manager for MGM, is advocating the production of shorts especially designed for kids, to be used in connection with features that will appeal to the youngsters.

●

Wash. House Re-opens

Seattle.—The Fox Seventh Street theatre, at Hoquiam, Washington, has re-opened after being closed for two months as a result of differences with the operators.

THE Hollywood REPORTER

Vol. II, No. 36 Price 10c TODAY'S FILM NEWS TODAY Monday, December 29, 1930

HUGHES-FRANKLIN SIGN

TRADEVIEWS
by W. R. Wilkerson

HERE AND THERE—

Marion Davies should be crowned with the wreath of "Lady Bountiful." She has well earned it. No one in the motion picture industry does half the charity of Marion. She made a lot of unfortunate people happy this past Christmas as she is doing all the time. . . .

•

YOU WHO are interested in independent productions, and all of us are, keep your eyes in the direction of M. H. Hoffman and Liberty Productions. That outfit is going to click. They not only have the money with which to make good pictures, but M. H. is surrounding himself with an organization that spells q-u-a-l-i-t-y. . . .

•

LOOKS as if the whole West Coast industry will move to Caliente for New Year's Eve. . . . We hear Lothar Mendes has a hit in "Ladies Man." . . . It's good to see "Red" Kann back on a daily. . . . Have you seen Harold Franklin's new offices? Well worth a look. . . . They are calling Herman Mankiewicz "Mank's brother." . . . Headaches aplenty the past two days. . . . Moe Silver, the Warner theatre head, out here, all smiles. . . . The gang in Hollywood, particularly those making a living grinding out copy, will be happy to see Glendon Allvine. . . . Jim Grainger arrived at 9 A. M., was in church at 10 and in a projection room at 11—and been there ever since. . . .

•

EVERYONE planning a new trade paper in New York. . . . Great fun at the Tashman-Lowe home Christmas day. . . .The year's best Xmas card from "Skeets" Gallagher. . . . The last word in laboratories—the Howard Hughes Multicolor plant soon to open. . . . Pete Smith feeling better. . . . Wesley Ruggles going to New York for the opening of "Cimarron." . . . They say Harry Akst is a better screen player than he is a piano player—and no one ever complained of his music. . . . Those two girls—Zoe Akins and Jobyna Howland. . . .

Oh, Yeah?

A movie house on Hill street, a few doors from Fifth, carries on the front of its marquee the following announcement:

"'Ladies Must Play' with Dorothy Sebastian."

Deal Closed for Hughes To Finance and Franklin To Operate Theatre String with 100 Houses Already In

The oft-printed and as many times denied deal between Howard Hughes and Harold B. Franklin was officially signed over the week-end, providing for Hughes to finance and Franklin to operate a string of theatres from coast to coast.

The circuit will be known as Hughes-Franklin Theatres and will start with an initial operating capital of $5,000,000, with no public offering of securities.

It is said the circuit already comprises 100 theatres scattered throughout the Western part of the United States and as far East as Chicago, with

(Continued on Page 4)

Kennedy Writes Pathe Holders

New York. — Joseph P. Kennedy, chairman of the board of Pathe, has sent out a letter to all Pathe stockholders of record suggesting that they O.K. the buy of their organization by RKO.

He urges the sale on the basis that it will relieve Pathe from its difficult position as an independent producer and distributor. He requests that they send in their proxies by January 5.

•

Harry Cohn Is On Story Buying Spree

New York.—Harry Cohn is on a buying spree for material for Columbia Pictures. He has closed with Warner Fabian for "The Men in Her Life," and has options on several currently popular novels and at least two Broadway hit plays.

Toronto Finally Passes "Angels"

Toronto.—After more than two months deliberation, the board of censors here has finally issued a permit for the showing of "Hell's Angels," but not until a lot of cuts were made to appease the mind of that august board.

The picture will open next week at the Royal Alexander, the same house it was supposed to play in October.

•

Hays Here Tomorrow

Will H. Hays arrives in Hollywood tomorrow for his regular Winter visit. Maurice F. McKenzie, of his office, is with him.

MGM Won't Work At Cosmopolitan

New York. — Any possibility of Metro reopening the old Cosmopolitan studios here in the near future is out, so far as the home office crowd is concerned. For tests, the Fox studios on Tenth avenue are employed, while the Paramount Astoria is rented now and then for special work, such as required last week by MGM when Lawrence Tibbett had to remake several shots for "The Southerner."

•

Buy A Still and Get A Novel—All for Nickel

New York. — The Equitable Publishing Company is going to print tabloid novelettes of film stories on the backs of 8x10 star stills and sell them for 5 cents a copy. The stories will run in installments of eight chapters, with about 150 words to a chapter.

•

"Lost Ecstasy" Next For Lothar Mendes

Having completed shooting on "Ladies' Man," Lothar Mendes will center his attention on his next, which will be the Mary Roberts Rinehart story, "Lost Ecstasy."

•

Paul Lukas Ill

Paul Lukas, Paramount featured player, is ill with a bad face infection, started by a boil. He is at the California Lutheran Hospital.

•

Richard Dix in N. Y.

New York.—Richard Dix is here and will remain until after the opening of "Cimarron."

UNIVERSAL RE-ALIGNS ITS SALES DEPARTMENT

Phil Reisman, general sales manager for Universal, has practically completed the new set-up of his department, having already assigned seven of the eight necessary district managers. As before, the East operates under Ted Schlanger, Eastern sales manager, and the West under Harry Lorch.

The new district managers and the offices over which they have supervision are: S. Wittman, New York, New Haven, Albany and Boston; W. M. Richardson, Atlanta, Charlotte, New Orleans and Memphis; M. S.

(Continued on Page 3)

Edgar Selwyn Starts Rehearsals Today

Edgar Selwyn will start rehearsals today on his Metro-Goldwyn-Mayer picture, "Among the Married," by Vincent Lawrence. Cast so far includes Mary Duncan, Reginald Denny and Leila Hyams.

•

Schnitzer East Jan. 6

Joseph I. Schnitzer is going to New York, leaving here January 6. He will be gone about three weeks.

"CRIMINAL CODE" IS A NATURAL FOR ANY BOX OFFICE
A COLUMBIA PICTURE

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

RADIO PICTURES STUDIO

Pictures in Production

"PRIVATE SECRETARY"—Original story by Alan Brener Schultz. Melville Brown directing. Adaptation and dialog by Carey Wilson. Featuring Mary Astor, Robert Ames, Ricardo Cortez, Kitty Kelley, Catherine Dale Owen, Noel Francis, Roberta Gale, Katyna Sorina, Valma Valentine and William Morris.

"KEPT HUSBANDS"—Adaptation and continuity by Forrest Halsey. Lloyd Bacon, director. Featuring Dorothy Mackaill, Joel McCrea, Ned Sparks, Robert McWade, Clara Kimball Young and Mary Carr.

"LADIES FOR HIRE"—Original story by Robert Milton and Guy Bolton. George Archainbaud, director. Adaptation and continuity by Wallace Smith. Featuring Betty Compson, John Darrow, Gilbert Emery, Margaret Livingston, Ivan Lebedeff, Daphne Pollard and Edgar Norton.

Pictures in Preparation

"BACHELOR APARTMENT"—Adapted from a play by John Howard Lawson. Lowell Sherman, director. Featuring Lowell Sherman and Irene Dunne.

"MADAME JULIE"—Play by Irving Kaye Davis. Victor Schertzinger, director. Adaptation and dialog by Howard Estabrook.

"BIG BROTHER"—Adapted from a story by Rex Beach. Richard Dix, director. Starring Richard Dix.

"SOUR GRAPES"—Adapted from a stage play by Vincent Lawrence. No director or cast.

"WHITE SHOULDERS"—Adapted from a story by Rex Beach. No director or cast.

Pictures in Editing

"CIMARRON"—Adapted from Edna Ferber's novel of the same title. Wesley Ruggles, director. Adaptation and continuity by Howard Estabrook. Starring Richard Dix with Irene Dunne, Estelle Taylor, Rosco Ates, Nance O'Neil, William Collier, Jr., George E. Stone, Stanley Fields, Robert McWade, Edna May Oliver, Frank Darrien, Eugene Jackson and Dolores Brown featured.

"BEAU IDEAL"—Adapted from Percival C. Wren's novel. Herbert Brenon, director. Adaptation by Elizabeth Meehan. Scenario by Paul Schofield. Featuring Ralph Forbes, Loretta Young, Irene Rich, Lester Vail, Don Alvarado, Otto Matiesen, Paul MacAlister, Leni Stengel and Hale Hamilton.

"THE ROYAL BED"—Adapted from Robert E. Sherwood's play, "The Queen's Husband." Lowell Sherman, director. Adaptation and continuity by J. Walter Ruben. Featuring Lowell Sherman, Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell, Gilbert Emery and Alan Roscoe.

"ASSORTED NUTS"—Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Edna May Oliver, Stanley Fields, Leni Stengel, Hugh Herbert, Ben Turpin and Boris Karloff. Douglas MacLean, associate producer. Screen play by Al Boasberg. Dialog by Ralph Spence and Al Boasberg. Edward Cline, director.

"SHE WENT FOR A TRAMP"—Two-reel comedy, featuring Hugh Herbert and Rosco Ates. Produced and directed by Louis Brock.

Checkers Cause More Exhib Yells

Philadelphia. — The percentage checkers sent out by distributors to check the percentage business in houses are still causing hefty squawks from exhibitors in this territory. Most of them are from representative theatre owners who welcomed the move by the distribs.

The chief squawk is from the small towns, due to the assignment of local checkers, the contention being that the business of the theatre becomes local public property as the checkers are telling the town all the theatre's business.

Auto Accessory Firm Develops Cheap Color

Chicago. — The Stewart-Warner Company, automobile accessory manufacturers, are said to have developed a new color process which can be developed and printed at a cost of three to four cents a foot.

British Producer Praises Talkies

London.—John Maxwell, chairman of the board of directors of British International Pictures, states that the talkies have substantially increased motion picture audiences.

A survey just completed by BIP shows that there are 4000 picture houses in Great Britain and Ireland, and about 1800 in Australia.

Warners Announce Construction of Two

New York.—Warner Brothers have announced their intention of building two additional houses. They will be located in Aurora, Ill., and Michigan City, Ind. Both fifteen hundred seaters.

Twins in Liberty Cast

The Keating twins, Helen and Elizabeth, have been added to the cast of the Liberty production, "Women Like Men." Others are Evelyn Brent, Lilyan Tashman, Irene Rich, Louise Fazenda and Marceline Day.

Columbia Offers Cash Prizes To Exhibitors

New York.—Columbia is offering several cash prizes to exhibitors and theatre managers in connection with the release of "Dirigible." Prizes will be given for the best ideas for newspaper advertising, newspaper publicity, lobby displays, window displays and tie-ups, and catchlines, slogans and heralds.

Better Bus. Bureau Warns of Fake Stock

New York.—The Better Business Bureau has sent out a warning regarding fake stock that is being unloaded throughout the country by a band of crooks. Certificates in Fox have been given the big play.

German Film for U. S.

Warner Brothers have decided to release the German language picture, "Die Tanz Geit Weiter," in several American cities where the German population is large. This is the German version of "Those Who Dance."

Martell To Europe

Alphonse Martell is leaving Hollywood next week for Jugoslavia, where he will produce a series of pictures to be financed by the government.

2 More for Warners

Salem, Ore.—Warner Brothers have acquired the Elsinore and Capitol here for a consideration in excess of $75,000.

Important Staff At Para. Astoria

Paramount's Eastern studio now has eight stars, four featured players, six directors, four editors and 20 writers on its staff.

The personnel includes Nancy Carroll, Claudette Colbert, Clive Brook, Maurice Chevalier, Fredric March, Tallulah Bankhead, Smith and Dale for the stars; featured players, Ginger Rogers, Miriam Hopkins, Charlie Ruggles and Frank Morgan. The directors are Ernst Lubitsch, George Abbott, Dorothy Arzner, Edmund Goulding, H. D. D'Arrast, and George Cukor.

The editorial division has D. A. Doran, Rosalie Stewart, Islin Auster and Maurice Hanline, while the writers are Arthur Richman, Donald Ogden Stewart, Evelyn Gerstein, Robert L. Johnson, Jack Kirkland, Worthington Minor, Preston Sturges, Jack McDermott, Austin Parker, Lois Long, Paul Gangelin, Jules Eckert Goodman, Ernst Vajda, Samson Raphaelson, Louis Stevens, Dwight Taylor, Charles Brackett, J. H. Haggard, George Yates and Ursula Parrott.

Asso. Cinemas To Distribute Germans

New York.—Associated Cinemas of America has acquired the distribution rights of four German talkers for the United States and Canada. The first two to be launched will be "Two Hearts in Waltz Time" and "The Song Is Ended."

Hughes-Franklin Chain Financed for $5,000,000

(Continued from Page 1)

19 houses in or in the immediate vicinity of Los Angeles, and more to be added from day to day.

The circuit will be independent in all its aspects. Indie theatre owners in all parts of the country will be invited to join this new group and it is felt that, by May 1, the circuit will total more than 250 houses.

The motion picture contributions of Howard Hughes have been noteworthy. His most recent production is "Hell's Angels," now being shown in the more important cities of this country as well as abroad. Other Hughes productions were United Artists' "Two Arabian Knights," and the Thomas Meighan production, "The Racket." His affiliation with a large group of theatres will enlarge his production activities.

Harold B. Franklin, until recently president of Fox West Coast theatres, is credited with having established that widefling circuit within a very short time. He also organized what is known as Publix Theatres. He is recognized as being one of the foremost authorities on theatre operation in this country. Mr. Franklin will be chief executive of the new company. He stated:

"The need for an independent circuit of theatres in this country is very acute. Under present conditions some theatre chains are conducted by motion picture producing organizations as secondary undertakings and every constructive element in the industry will welcome a movement that will bring back to theatre operation the initiative and individual effort that it lacks today.

"Having carefully surveyed conditions, laid out plans and founded our policies, we take up the reins with courage and confidence, believing that, because of present economic conditions, the time is opportune to acquire properties on a sound basis. We believe that there is a definite place in the motion picture industry for an organization that stresses service above all else, and within our fold will be included a group of theatres that will, in a short time, be recognized as leaders in their communities. In many instances these theatres will continue to be operated locally by the men who have made them successful. It will be the purpose of the Hughes-Franklin theatres to co-operate fully with the principal leading producers."

Wisconsin Houses Sold

Milwaukee. — Brin Theatres Inc. have sold the Brin theatre at Menasha to the Bird Theatre Corporation, and Circuit Theatres Inc. have bought the Majestic, at Cudahy, from J. J. Disch. Silver Theatres have taken over the Murray, in Milwaukee, from Frank Calaska.

Synopsis of play now available for motion pictures

"IF"

by

Lord Dunsany

●

Try to imagine in your own life what might have happened if, at some particular moment in it, you had acted differently.

This is the story of a man who one day, years ago, missed the 8:15 to town through the insolence of a porter and with strange results. From a man of the mysterious East whom he has befriended a magic crystal comes into his hands. It gives him a chance to live over again the last ten years of his life, to retrace any missteps, act differently under given circumstances.

John Beal has prospered in business and is happily married. He has only one regret: that he had not forced his way past that insolent porter ten years ago and caught the train. To the distress of his wife, he determines to venture into the past for this purpose. To avoid making further changes in ten satisfactory years he must catch the return train home; a determination which he carries at the back of his sub-conscious mind as, via a deep sleep, he starts on the re-lived decade. But memory fades rapidly. He is conscious of irritated frustration when the porter lets him pass with a civility, but has forgotten why.

In the train he meets a strange, beautiful girl; one of those clinging creatures whose helplessness arouses men's chivalry, but who yet suggests the unquestioned domination of an empress. The urge to catch the return train wanes.

Miralda, it seems, is heiress to the tolls of a certain pass in a mysterious, unknown eastern land, but one Hussein, all-powerful there, refuses to yield them. Incontinently John promises to start for the distant pass and safeguard her interests. Miralda is the sort of girl for whom men do these things.

Some months later the man who has jogged happily along in his limited suburban sphere is the demi-god of a wild people at the gate of the far pass, having, at the instigation of the clinging Miralda, cleared his way to government by the assassination of the tortuous Hussein. The lady, lovely tigress, fitting harmoniously into the barbaric scene, shares his splendid luxury, but is denied the honor of marriage and shorn of all power.

She wearies of him. Hafiz, her lover, is a skilful plotter. The day comes when John's one trusted subject appears amid the splendor of a banquet carrying a pair of oars. It is a signal. The leader has barely time to spring through a hidden doorway that leads through a secret passage to a boat that waits beneath a willow, before the assassins of Hafiz drop the mask and draw the sword.

It is written that the end of the ten years shall bring John back to the neat suburban home from which he started. He comes—down and out. His wife still lives there, but as spouse of his firm's senior partner. She gives the beggar food. The man who has lost his way in time tells the little Cockney maid of his misfortunes. She attributes them to the crystal mascot he carries and insists upon smashing it. And lo! It is as though John Beal awoke from a nap to find himself in the snug suburban home, presided over by his own neat and efficient wife. "Mary," he tells her, "I—I thought I caught that train!"

THE END

LORD DUNSANY

Author of the following plays:

THE GLITTERING GATE	FAME AND THE POET
KING ARGIMENES	A GOOD BARGAIN
THE GOLDEN DOOM	THE PRINCE OF STAMBOUL
A NIGHT AT AN INN	IF
THE QUEEN'S ENEMIES	MR. FAITHFUL
THE TENTS OF THE ARABS	THE JEST OF HAHALABA
THE LAUGHTER OF THE GODS	CHEEZO
THE LOST SILK HAT	LORD ADRIAN

THE COMPROMISE OF THE KING OF THE GOLDEN ISLES

THE GODS OF THE MOUNTAIN

Regarding motion picture rights to above play

apply to

MAURICE REVNES, Ltd.

6777 Hollywood Boulevard Hollywood, Calif.

HEmpstead 3188

(The above play is fully protected by copyright)

BUSINESS DULL IN N.Y., PHILADELPHIA, CHICAGO

(Continued from Page 1)

"The Princess and the Plumber," with the result that ticket sales rang up a healthy $23,600 before the doors closed last night. The Criterion did exceptionally well at $15,700, a great tribute to Joan Crawford's local draw. The rest of the story is:

CARTHAY CIRCLE—"Min and Bill," pretty bad at $8,500, fifth week.
CHINESE — "Morocco," in fourth week, $16,200.
EGYPTIAN—"Billy the Kid," O.K. with $4,500.
LOEW'S STATE — "Princess and Plumber," $23,600.
PANTAGES — "Remote Control," $11,400.
PARAMOUNT—"Follow the Leader," poor at $18,000.
ORPHEUM — "Ex-Flame," a bust at $6,400.
RKO—"Captain Thunder," no thunder with $7,000.
UNITED ARTISTS — "Abraham Lincoln" in second week and a nose dive with less than $5,000.
WARNERS DOWNTOWN — "Rivers End," $9,200.
WARNERS HOLLYWOOD — "Rivers End," $8,100.

Holiday Shopping Hurts B'way Bus.

New York.—The first run houses up and down Broadway did a rather poor business last week, with the help of Christmas shopping. The big shots of the street were "Danger Lights" on the wide screen at the Mayfair, and the second week of "Blue Angel" at the Rialto.

Here are the approximate figures:

CAPITOL—"Way of a Sailor." Plenty of red with $50,500.
CENTRAL—"All Quiet." Return engagement, $5100 for four days.
GAYETY—"Devil to Pay." Not hot at $12,800.
GLOBE—"See America Thirst." O.K. with $17,000.
MAYFAIR—"Danger Lights." Big at $32,400.
PARAMOUNT—"Only Saps Work." Fair with $64,500.
RIALTO — "Blue Angel." Second week big with $42,500.
RIVOLI—"Morocco." Fifth week at $21,400.
ROXY—"Free Love." A loss with $70,000.
STRAND—"Widow From Chicago." Fair with $24,600.
WARNERS — "Viennese Nights." Fifth week, $10,000.
WINTER GARDEN—"Mothers Cry." Third week, poor at $15,200.

Trade Still Dull In Philadelphia

Philadelphia.—There was little in the box-office statements for the past week to cause any cheers. Business was pretty dull everywhere. The news:

BOYD—"Free Love" could get only $21,200.
EARLE — "Rain or Shine" kept the house about even with $17,800.
FOX—"Devil With Women" picked up over the week before with $23,400.
KEITH'S—"Morocco" in its second week pulled in $15,700.
MASTBAUM — This house, playing "Truth About Youth," was low with $39,800.
STANLEY — "Lincoln" didn't do so well, taking only $11,200.

"Paid" Gets Top in Business in Chicago

Chicago.—With the exception of "Paid" at the Chicago Theatre, most of the houses were off during the past week. The receipts are:

CHICAGO—"Paid" got $55,000 as against $40,000 for the attraction the previous week.
McVICKERS—"Min and Bill" held up well in its second week, taking $25,200.
ORIENTAL—This house, with "Passion Flower," kept about even with $31,000.
PALACE—"Madonna of the Streets" did nothing to boast about with $22,500.
ROOSEVELT—"A Lady's Morals" not so big with $19,800.
STATE-LAKE—Receipts took a drop with "Her Man" at $18,200.
UNITED ARTISTS—"Hell's Angels" in its fourth week doing well with $20,500.
WOODS—Playing "Atlantic," a British picture, got $10,000.

Tallulah Bankhead's First "New York Love"

New York.—"New York Love" instead of "Her Past," has been selected as the first vehicle for Tallulah Bankhead's initial screen play under her Paramount contract.

Miss Bankhead, who is now in England, will arrive here early next month to begin work on the picture. Clive Brook will be co-featured.

4 Shows Daily at Gaiety

New York. — United Artists has plans under way for putting on four shows daily at the Gaiety, where "The Devil to Pay," is now current. The new program would be scheduled at 2:45, 5:45, 8:45, and midnight.

Minna Gombell at Fox

Minna Gombell has been signed by Fox for a role in "Doctors' Wives," which features Warner Baxter and Joan Bennett. George Chandler and Violet Dunn have also been added to the cast.

Vine St. Goes Talkie

The Vine Street Theatre has succumbed to motion pictures and opened yesterday as a talkie house. The first attraction is "Half Shot at Sunrise."

Carr in "Humanettes"

Nat Carr will be starred in the next of Leigh Jason's "Humanettes."

On Broadway The Current Week

ASTOR—"New Moon" (new).
CAPITOL—"War Nurse."
CENTRAL—"All Quiet on the Western Front."
CRITERION — "Reaching for the Moon" (opens Monday).
GAIETY—"The Devil to Pay."
GLOBE — "Charley's Aunt" (new).
MAYFAIR — "Hook, Line and Sinker" (new).
PARAMOUNT — "Tom Sawyer."
RIALTO—"Blue Angel."
RIVOLI — "Royal Family of Broadway" (new).
ROXY — "The Shepper Newfounder" (new).
STRAND—"Sunny" (new).
WARNERS — "Viennese Nights."
WINTER GARDEN—"Mothers Cry."

Business Better All Over Country

According to James R. Grainger, who is now here conferring with Fox production executives, more persons patronized motion picture theatres in the United States and Canada during the five-week period ended December 15 than during any previous period of the same length during 1930.

This statement is backed by statistics, expressly made for the motion picture industry.

McKenna A Director

Kenneth McKenna, who has been leading man in a number of pictures, has turned director and has signed with Fox.

Menzies with Fox

William Cameron Menzies, who has been art director at United Artists and other studios, has been signed by Fox as a director of pictures.

"THE SUNRISE TRAIL" RATHER TAME WESTERN

"THE SUNRISE TRAIL"
From Carr Production

Direction ..... J. P. McCarthy
Story ..... Wellyn Totman
Screen Play ..... Wellyn Totman
Photography ..... Archie Stout
Film Editor ..... Charles Hump
Cast: Bob Steele, Blanche Mehaffey, Jack Clifford, Eddie Dunn.

Here is the first all-talking, all-indoor Western. It sounds very much as though the dialog writer must have had a talking jag on when he wrote it, for though the action stops, the lines reel on forever, and since the actors use a drawl for sweet atmosphere's sake, they manager to account for another thousand feet of film. This picture wins the "western conference" championship. Unfortunately, audiences will more appreciate the hard-riding, fast-shooting, swift-moving hokum of the usual stories of men of the great outdoors than this talking version of the same old plot.

"Some place this side of the border" a gang of rustlers have been making off with the best of the herds of cattle for too long a time. Naturally, it has been impossible for the officers of the law to catch them until along comes "Tex," under cover man for the ranchers. He pals around with the rustlers and, when they become suspicious of his nocturnal visits away from camp, he bluffs them out of their nasty thoughts and promptly delivers them over to the minions of the law, but manages to save his partner, Kansas. Oh, yes, he gets the girl, too.

Archie Stout, cameraman, may be credited for the really worth while part of the picture. The photography and lighting effects are excellent, and the trick of outlining the faces with light is a very effective one. And Mr. Stout has been unaided by the beauty of natural backgrounds.

Jack Clifford, as Kansas, is very, very good. It's too bad that his part was not better written, for his acting deserved it. Bob Steele is O.K. as the hero. He has practically nothing to do, but his personality is pleasing. However, it is a bad error in casting to let the supposedly he-man hero of a western be surrounded by men who tower over him and make him look almost puny by comparison. Blanche Mehaffey, as the heroine, suffers well through the picture, but seems to be suffering even more than is called for by the written word.

It's a restful picture, but it isn't much fun when it comes to westerns. Give the audiences excitement and they can supply the words.

Sheehan Will Give Party for Graingers

An old-fashioned Christmas party in honor of James R. Grainger and his wife will be given tomorrow night at the home of Winfield Sheehan.

Players, writers, directors and executives will be the guests. The Graingers are now house guests of Sheehan as a result of their Malibu Beach home being burned recently.

B. B. B. Says:
A Bite, A Loff Without Formality
B. B. B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

THE Hollywood REPORTER

Vol. II, No. 35 Price 10c TODAY'S FILM NEWS TODAY Friday, December 26, 1930

WAR ON NEWSPAPERS

TRADEVIEWS
by W. R. Wilkerson

THE VARIOUS State Legislatures throughout the country will have to work extra sessions if they hope to take care of all the bills that will be submitted by their members for the taxation and censorship of the amusement business generally and motion pictures in particular.

The submitting of bills curbing activities in our industry has reached the gag period. Shyster politicians and reformers, for want of something to get their names in print, lie awake at night figuring out bills affecting the amusement industry. It is their pet aversion and, were it not for some most active work on the part of leaders in our business, we would be burdened with taxes and restrictions that would throttle our every move.

•

THIS MATTER of censorship has taken on added significance, due to the agitation in New York brought on by the production of some hot plays during the past 18 months. A few of our producers figured, if the stage could get away with these things, it would be O.K. with pictures, with the result we are on a spot in the Empire State and, whatever is the result of this agitation, it will act as a guide for other States.

Producers should be on their guard, particularly with the announcements of picture titles that immediately cause a howl. The majority of these titles are discarded before the picture is released, but the damage is done, regardless of the change.

•

HOT titles, particularly those that have nothing to do with the story, should be given the go-by. Producers should steer clear of titles like "Wine, Women and Sin," "Red Hot Sinners," "Ex-Mistress" and the like. There is very little benefit to be derived from their use for, if the title is any indication of the story, the picture would be banned by quite a number of our censor boards, and if the story is not as hot as the title indicates, audiences will feel they have been cheated and, as a consequence, the theatre business will be affected.

Every member of the industry should treat the question of censorship with more seriousness.

He Knew

One of our prominent producers, when asked recently what he considered the main trouble with the industry, responded:

"I'll tell you in five words—a dearth of bad pictures!"

Fox Will Finish Schedule Feb. 15

With 24 of the 49 pictures on its 1930-31 program already shipped to New York, Fox has four in the final editing stages, nine now being filmed and 12 in preparation, which indicates that the entire line-up will be completed by February 15.

This in no way indicates that Fox, though very much advanced in the

(Continued on Page 2)

•

Phil. Houses To Be Good

Philadelphia.—Because of protests from the Catholic Alumni Association, a subsidiary of the Catholic Welfare Association, the Philadelphia theatres have agreed to abandon "sexy" advertising copy.

•

"Tom Sawyer" Held Over

New York. — "Tom Sawyer" has been held over at the Paramount theatre ,due to the enormous business it has been doing.

Industry, Aroused by Proposed Rate Advance, Plans Space Cut---Counts on Reader Demand for Picture News

The motion picture industry is going to have a showdown with the newspapers of the United States, if the advance in amusement advertising rates, understood to be under consideration by the Publishers' Association, goes into effect.

For years the amusement business has suffered in the matter of discriminatory rates from the newspapers. It has always paid the highest rates and, whenever any paper needed a little more income, the amusement rate was the first one jacked up.

The present proposed advance is purely arbitrary. It is not justified by increase in circulation, which is the only real reason a paper can have. As a matter of fact, circulations have

(Continued on Page 2)

•

Allied and MPTOA Merger Delayed

New York.—Conferences tending to the merger of the MPTOA and the Allied, first news of which was published exclusively in The Hollywood Reporter, have been adjourned until after the first of the year.

The matter will be taken up by the various officers of the two organizations as soon as the holidays are over.

•

F.P. Canada Books "U"

Montreal. — The Famous Players Canadian, with 28 major and scores of smaller houses, has booked all the shorts and features of Universal.

Trying To Block RKO-Pathe Deal

New York.—A group of dissatisfied minority stockholders of Pathe are threatening court action to prevent the merger of that company with RKO. Abraham Harris, representing this group, is understood to be preparing an application for an injunction to be filed before January 5, the date set for the special meeting.

The objectors alleged that the price agreed upon, $5,000,000, is practically giving the company away.

•

Harry Arthur Here To Spend Holidays

Harry Arthur, one of the executive heads of Fox Theatres, is here for the holidays. He will return to New York shortly after the first of the year, preparatory to taking up his permanent residence here as head of the Fox West Coast chain.

•

"New Moon" Goes Big

New York. — "New Moon," the MGM special, went over big at the Astor. Lawrence Tibbett, who is co-featured with Grace Moore and who was present in person, was mobbed at the opening by his admirers.

•

"Front Page" to Start

Rehearsals of "Front Page" will start at the United Artists studio January 2, with actual shooting scheduled to start January 10.

•

Alice Terry with Para.

Paris.—Alice Terry will be featured in the three pictures that Rex Ingram is to make for Paramount at the Joinville studios.

PRE-XMAS WEEK HITS L.A. BUS.—LOEW'S STATE BIG

That old week before Christmas gag knocked the b.o. out of every house in Los Angeles last week with the possible exceptions of Loew's State and the Criterion. In the former, Ray Dusen, manager of the theatre, should take plenty of bows for making a show that would attract customers from their wild shopping bee. He brought the Meglin Kiddies to the stage, put in a Laurel and Hardy comedy that gave plenty of strength to the feature attraction,

(Continued on Page 3)

Janet Gaynor Better

A cablegram received from Janet Gaynor, convalescing in a Honolulu hospital, says she will be back at the Fox studios the latter part of January ready to start work on her next picture, "Merely Mary Ann."

•

Boston 100% Wired

Boston. — All Boston theatres are now wired for sound, with Cobb installing the DeForest equipment.

EDWARD CRONJAGER Photographed "CIMARRON"

THE Hollywood DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

Movieless Town Is Anti-Sunday Shows

Boston.—Out in Brookline they believe in taking time by the forelock. At the recent election the town voted to have motion pictures, something the citizens have been unable to put over since the town was founded.

No theatre has been built as yet, but the Board of Selectmen has received its first protest against allowing Sunday showings.

New Plaster Shop Being Built at MGM

A new plaster shop is being built at the Metro-Goldwyn-Mayer studio. It will be 93 by 60 feet and will contain bake ovens, cooling boxes and all the necessary equipment.

The new plant will take care of all plaster work on sets and will make all the special "break-away" windows used.

New Murray Contract

Johnny Murray, former screen actor, now conducting the Blossom Room orchestra at the Hotel Roosevelt, is being retained for an indefinite period. The contract, however, provides for Murray to leave at any time he may be called for picture work.

Arnheim Holds White

Billy White, recently brought here from Chicago to be the featured solo attraction in Gus Arnheim's orchestra at the Ambassador hotel, is being retained by that organization under a new contract.

Fletcher at First Nat.

The Leo Morrison office has just signed Bramwell Fletcher for a part in "The Ruling Passion," starring George Arliss for First National.

Rose Hobart Coming

Rose Hobart is coming to the Coast to play a part in "Seed" for Universal. She will arrive here January 7.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METRO-GOLDWYN-MAYER

Pictures in Production

"GENTLEMAN'S FATE"—Novel by Ursula Parrott, with continuity and dialog by Leonard Praskins. Starring John Gilbert, with Anita Page, Leila Hyams, Louis Wolheim and George Cooper. Mervyn LeRoy directing.
"LET US BE GAY" (French)—With Adolphe Menjou and Lily Damita. Andre Luguet directing.
"SECRET SIX"—Scenario and dialog by Frances Marion. George Hill directing, with Wallace Beery and Marjorie Rambeau in cast.
"MIN AND BILL" (Spanish)—Directed by Arthur Gregor.
"MADAME X" (Spanish.)
"THE BIG HOUSE" (German).

Pictures in Preparation

"THE SQUAW MAN"—C. B. DeMille to direct. Warner Baxter and Roland Young in cast.
"STRANGERS MAY KISS"—Starring Norma Shearer, to be directed by George Fitzmaurice.
"THE TORCH SONG"—Starring Marion Davies, with Robert Leonard as director.
"THE IMPOSTOR"—Adapted from "A Tailor-Made Man," starring William Haines, with Sam Wood as director.

Pictures in Final Editing

"PARLOR, BEDROOM AND BATH"—From play by C. W. Bell and Mark Swan, dialog and continuity by Richard Schayer, additional dialog by Robert Hopkins. Buster Keaton starred, with Charlotte Greenwood, Sally Eilers, Cliff Edwards and Reginald Denny. Edward Sedgwick director.
"TRADER HORN"—W. S. Van Dyke director, with Harry Carey, Edwina Booth and Duncan Renaldo.
"DANCE, FOOLS, DANCE"—Starring Joan Crawford, directed by Harry Beaumont.
"THE GREAT MEADOW"—Directed by Charles Brabin, with Eleanor Boardman and John Mack Brown.
"THE BACHELOR FATHER"—Starring Marion Davies, with Ralph Forbes, C. Aubrey Smith, Raymond Milland, Guinn Williams, David Torrence. Robert Leonard director.
"THE EASIEST WAY"—With Constance Bennett, Adolphe Menjou, Robert Montgomery, Marjorie Rambeau, Anita Page, Clark Gable. Directed by Jack Conway.
"INSPIRATION"—With Greta Garbo, Robert Montgomery, Lewis Stone, Marjorie Rambeau. Clarence Brown director.

Edna Mae Oliver to N. Y.

Edna Mae Oliver finished her work in "Assorted Nuts" last night at 5:30 o'clock and boarded the Chief for a two weeks' visit in New York. She will then return to the Coast to resume her picture contract with Radio.

For "Front Page" Cast

Howard Hughes is bringing Lucy Beaumont from Chicago, to play the mother part in "Front Page."

Dorothy Wolbert, who played the part of the scrubwoman in the stage play here, has been cast for the same part in the screen version.

New Changing Dates

Seattle.—The Blue Mouse theatre has made the changing day of its shows Thursday instead of Friday, and the RKO Orpheum has changed from Saturday to Friday.

N.Y. Republic A Movie

New York. — The old Republic theatre on West Forty-second street, recently wired for sound, was opened Wednesday as a talkie house by Walter Reade.

News-Photo Merger On

Negotiations are now on for the merging of the P. and A. photo service with the NEA news service. The P. and A. deals in pictures exclusively, while the NEA handles nothing but news and features.

Hoot Gibson in Vaud.

Hoot Gibson and his wife, Sally Eilers, have gone East to make personal appearances in vaudeville houses for RKO. The first will be at the Palace, in New York, on January 17.

Fox Production Well Up

(Continued from Page 1)

current schedule, will not suffer relaxation in production activity, but it will give the concern a better start for the 1931-32 program, which is scheduled to start around March 1.

The pictures now in the cutting rooms are "Seas Beneath," "The Spy," "Their Mad Moment" and "Fair Warning."

In active preparation are "Merely Mary Ann," "Women of All Nations," "Skyline," "Charlie Chan Carries On," "Young Sinners," "The Cisco Kid," "Phillippa," "The Painted Woman," "Six Cylinder Love," "Miss Adventure," "Good Gracious Annabelle" and "She Wears the Pants."

$12,500,000 For Warner Theatres

New York.—Warner Brothers are going into an extremely lavish expenditure for new theatres. Their plans call for $4,500,000 for nine houses now under construction, and $8,000,000 for 14 planned for next year.

The company spent $2,000,000 last year in renovating its chain.

Benefits in 44 Houses

Toronto.—Benefits for the unemployed were run simultaneously in 44 theatres controlled by members of the Exhibitors' Co-operative Society of this city.

Maria Korda Here

Maria Korda arrived in Hollywood yesterday to spend the holidays with her son. She will return to Europe soon after the first of the year.

More Salesmen for U.A.

New York. — United Artists will add 55 salesmen to their force after the first of the year.

Will Fight Ad. Boost

(Continued from Page 1)

been dropping in these hard times. In Los Angeles only one of the six daily papers showed an increase in the past year. The other five showed losses.

It is fair to assume that, in other sections of the country where the depression has been even greater than in Los Angeles, similar conditions exist, and similar circulation losses have been felt.

The advertisers of the motion picture business, especially those who are habitual users of large space, now plan to cut their advertising to a minimum, and also to carry the war into the enemy's camp by making a fight on the question of publicity for the business.

Many newspapers, within the past few months, have announced that they will cut down on the amount of free publicity given amusements. It is the contention of the industry that there is fully as much reader interest in amusements as in sports. Columns of free space are, and always have been, given to sports, while any space that may be given amusements is doled out grudgingly.

If the motion picture advertisers are forced to cut their space to a minimum, the newspapers undoubtedly will retaliate by reducing even lower the amount of publicity given. The industry is counting on this, because it feels that, with the millions who are keenly interested in motion pictures, there will be a demand from readers for picture news which the papers will be unable to withstand.

The intention of the newspapers to advance rates has given the motion picture industry its chance to fight and it intends to do so. It did not start the battle, but it will see it through with every ounce of its energy and resources behind the fight.

MGM STARTS MANY NEW ONES FIRST OF THE YEAR

Things are a bit dead out at Metro-Goldwyn-Mayer now, but with the first of the year an ambitious program of pictures will be started.

Norma Shearer will do "Strangers May Kiss," and Billy Haines will be put to work in "A Tailor-Made Man," which has been retitled "The Impostor," with Sam Wood directing. Ramon Navarro starts "Daybreak," under the direction of Jacques Feyder. Greta Garbo will do "Susan Lennox," with King Vidor in charge.

Marion Davies, after her return from New York, will go into production with "The Torch Song," with Robert Leonard at the helm. Cecil DeMille will get started with "The Squaw Man," and Clarence Brown will do the shooting on "The Bugle Sounds," with Wallace Beery in the lead.

"The Toast of the Town" is being made ready for Marie Dressler under the direction of Chuck Reisner. When this one is finished, she will do one of the "Tish" stories.

●

Dudley Murphy On Golf Short at MGM

Dudley Murphy will direct "Fore," the first of a series of short sports subjects to be made by MGM. Leo Diegel will be the star. Murphy, with Jack Cummings and Robert Hopkins, wrote the story and dialog.

John Mack Brown, Cliff Edwards and Dorothy Jordan will be in the cast.

●

Paramount Re-opens House in Rochester

Rochester. — The Piccadilly, the Paramount-Publix house which has been closed for six months because of disagreements with the stage hands, has re-opened.

The house, which seats 2200, will go into a daily change policy, with 25-cent top and 15-cent matinees.

●

Fox Title Changes

Fox has changed the titles of "Land Rush" to "3 Rough Diamonds," and the Charles Farrell picture, "Squadrons," to "Wine, Women and Sin."

●

Durant at Universal

As a result of his work in "Playboy of Paris" for Paramount, Universal has signed David Durant to a contract.

●

Wide Film Short at "U"

New York.—The first short subject on wide film will be made by Universal. It will be "Wee, Wee, Marie."

●

"Finn and Hattie" Out

Paramount is looking for a new title for "Finn and Hattie Abroad," that was originally titled "The Haddocks Abroad."

●

New Para. Title

Paramount has changed the title of "The Westerner" to "Gun Smoke."

Grahams at Work On 'Queer People

With the arrival yesterday of Garrett Graham, actual work on the preparation of the Howard Hughes production of "Queer People" was begun, with the two Graham boys knocking out the script.

The picture will go into production as soon as the script is finished and a director assigned.

●

"Our Gang" Preparing For Christmas Party

Bob McGowan finished shooting on "Bargain Days," the latest of the Our Gang comedies, and the kids are now getting ready for their annual Christmas party this afternoon.

Hal Roach sponsors these affairs each year and every child receives a gift, something the receiver has asked for. The kids are no mean gift pickers. Bicycles, wrist watches, billiard tables, etc., are just a few of the more modest wishes gratified by Santa Claus Roach. Incidentally, the Roach studio will be closed for the entire Christmas weekend.

●

Sound Track Library

David Broekman, former musical director at Universal, is now operating a sound track library, dealing only in sound tracks of musical scores.

This is something new in studio operating circles, and Erpi licensees can avail themselves of any part of a musical score that may be on hand.

●

Hopkins With Chevalier

Miriam Hopkins has been selected as the feminine lead for the new Chevalier picture that will soon go into production at the Eastern studios of Paramount, under the direction of Ernst Lubitsch.

PRODUCTION NOTES

Freeman Wood engaged for the cast of "Kept Husbands" at Radio.

●

Harry Joe Brown will direct "The Registered Woman," a Charles R. Rogers production for Radio release.

●

Sam Hardy, Charles Grapewin, Tully Marshall and Noah Beery to "The Ruling Passion" at Warners.

●

Louise Brooks, Yola d' Arvil to "The Devil Was Sick" at Warners. Michael Curtiz directing.

●

Sam Hardy engaged for the cast of "June Moon" at Paramount.

●

Emily Fitzroy to the cast of "New Morals" at Paramount.

●

William Hurlburt assigned to write dialog for "Seed" at U.

JACKSONVILLE and WATERLOO

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

JACKSONVILLE, FLA.

"ALONG CAME YOUTH"
Florida Theatre

Times-Union: Again it is through the efforts of Stuart Erwin that a mediocre picture is transformed into satisfactory entertainment.

"ONE NIGHT AT SUSIE'S"
Imperial Theatre

Times-Union: Will prove entertaining provided one can be entertained by another crook story.

WATERLOO, IOWA

"MOROCCO"
Paramount Theatre

Daily Courier: Marlene Dietrich is way ahead of the audience. It shows the development of love on the hot sands. Nearly everyone should enjoy it.

"GORILLA"
Iowa Theatre

Daily Courier: Full of comedy. It's boisterous, it's suspense is well sustained and it's thrills come swifty.

"THE DANCERS"
Strand Theatre

Daily Courier: Delightful love story.

"LIFE OF THE PARTY"
Paramount Theatre

Daily Courier: It's a wow. The foolishest farce you ever saw.

The Hollywood DAILY REPORTER
TODAY'S FILM NEWS TODAY

PUBLISHED DAILY
EXCEPT SATURDAYS, SUNDAYS AND HOLIDAYS

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

------Use This Blank and Mail to-------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....
Address.....
City.....
Occupation.....

"ALOLA" AN "IF" PICTURE "DRACULA" IS ENJOYABLE

Chance for Big Success Missed

"ALOHA"
Tiffany

Direction .....Albert Rugell
Story .....
..Thomas H. Ince and J. G. Hawks
Adaptation .....Adele Buffington
Dialog..Leslie Mason and W. Totman
Dialog director .....Gene Lewis
Photography .....Charles Stumar
Film Editor .....Richard Cahoon

Cast: Ben Lyon, Raquel Torres, Robert Edeson, Thelma Todd, Alan Hale, Otis Harlan, Robert Ellis, Marion Douglas, T. Roy Barnes, Donald Reed, Dickie Moore and Al St. John.

In "Aloha," Tiffany studios has turned out one of those "If" pictures. That is, if a little more money had been spent in giving the production authentic backgrounds instead of some obvious miniature and studio sets as well as numerous double photography effects, if it had been more expertly dialogued, and if it is judiciously cut, it would have every opportunity of becoming an even more than fair box-office attraction.

As it stands now the picture is extremely entertaining at times and, at others, about as ghastly as any picture can be. The actors, all well cast, have done excellently considering the many production handicaps their work is called upon to overcome.

The picture appears to be an adaptation of the famous stage play, "The Bird of Paradise." It has the same theme of the white man who marries a half caste girl of the South Sea islands, believing that his love for her can overcome the gap between the two races. It ends in a tragic climax with them both disillusioned and the girl returning to her native isle to throw herself, in the time-honored custom, into the arms of the fire-god in the volcano.

As the picture stands now, the scenes in which the man introduces the native girl into his social circle and her quite natural reactions and naive misunderstandings provide the major audience appeal, since they give spectators some amusing incidents to chuckle over.

Leslie Mason and W. Totman, dialoguers of the picture, have overstepped the bounds of good taste in their efforts to make the picture gay and frisky by giving the native girl witticisms to utter before astounded social gatherings. Fortunately this is not typical of the greater part of the dialog and, since the most objectionable utterance was only a cheap pun, failing its purpose as a laugh-getter, it will no doubt be speedily removed.

Raquel Torres is appealing in her role as the native girl and does some emoting that is quite first-rate. Ben Lyon as the clean-cut young American, though a rather stupid boy at times when he allows his sister and friends to undermine his really true love for the girl, makes a likable hero, conveying the idea of extreme youth unable to cope with a malicious world. The role of the stubborn father who foretells the doom of the marriage and dies believing he has broken up the alliance is played splendidly by Robert Edeson. Thelma Todd is thoroughly convincing as the very horrid sister.

An unusual twist is given to the role played capably by Marion Douglas. As the jilted sweetheart of Lyon, she is the only champion of the harassed wife. Dickie Moore is a lovable figure as the couple's child and proves himself an expert little trouper.

•

Lasky to Speak At the Academy

With Jesse L. Lasky, William K. Howard, Clara Beranger and Milton Schwartz as speakers, a meeting of the Academy of Motion Picture Arts and Sciences will be held January 21.

Mr. Lasky will tell what he would do if he were a director, Mr. Howard what he would expect of a writer, Miss Beranger will speak as a producer, and Mr. Schwartz will be "Mr. Public" and tell what he wants. Lawrence Grant will preside.

•

Laemmle Jr. Will Supervise "Seed"

Production supervision over "Seed," which John M. Stahl will direct for Universal, has been taken over by Carl Laemmle, Jr., relieving Erwin Gelsey, who was originally slated to handle it.

It is understood that Universal is negotiating with Gelsey for a settlement on his contract.

•

Darmour Seeks Outlet For Feature Pictures

Larry Darmour, producer of short comedy subjects for RKO, is now in New York, seeking additional outlet for the feature length pictures that he is making for the independent market.

He will return to the coast shortly after the first of the year.

•

New Houses in Dallas

Dallas.—Three more picture houses are to be built here at once. Ray Stinnett and Eph Charninsky, who formerly had the Capitol, will build a 1200-seater in South Dallas, and P. G. Cameron and I. S. Melcher are building suburban houses on Oak Lawn avenue in North Dallas.

•

MGM Signs Edna Best

New York. — Metro - Goldwyn - Mayer has signed Edna Best, English stage actress, to a long term contract. She leaves for Hollywood January 13.

"Spooky" Film Will Draw Well

"DRACULA"
Universal

Direction .....Tod Browning
Original story .....Bram Stoker
Stage Play.....Hamilton Dean and John Balderstone
Adaptation .....Tod Browning
Screen Play .....Garret Fort
Additional Dialog .....Dudley Murphy
Photography .....Karl Freund
Film Editor .....Maurice Pivar

Cast: Bela Lugosi, Helen Chandler, David Manners, Dwight Frye, Edward van Sloan, Herbert Bunston, Frances Dade, Charles Gerrard, Joan Standing, Moon Carroll, Josephine Velez.

"Dracula" is entertainment. The name strung across the theatre in big letters is enough to draw the fans who will want to see what has been made for the talkies. They will say "good," but they won't rave. The story carries the show, and the great exploitation possibilities should carry the story to the interest of the fans.

The story is a little hard to follow, due to all the spooky complications, but the gist of it is as follows: Count Dracula crawls out of his casket shell, (for daytime use only!) just as soon as the opening scenes have proven that the natives are superstitious about his habitat. The count moves. He takes up a new abode in one of those old castle places that are dashed at by stormy seas and then the neighbors begin to get on to him. The detecting doctor, who believes in vampires in spite of his friend's spoofs, refuses to break down before the master will. Also Dracula is after the girl. And there is much excitement to see when and where and how he's going to get that stake through the heart.

Count Dracula should be able to do more terrifying things as head vampire than to give his intended victims a cold and deadly stare. The count, played by Bela Lugosi, makes countless entrances and he says flesh-creepy things about death that go to prove that he knows much more about it than the rest of us. Also he loves creaky doors and howling wolves. Helen Chandler, as the much-pursued heroine, is excellent. The supporting cast is good but no one is called upon to do any real acting.

There is enjoyment here, but the picture isn't the melodramatic smash that anyone who has read the book or who has seen the play might anticipate.

•

New Big 4 Manager

Chicago.—Bill Aschmann has been made mid-Western divisional manager for Big 4, with headquarters at Milwaukee. He has appointed A. B. Seymour in charge of the Nebraska-Iowa territory, and E. W. Jensen at Minneapolis.

10,000 in K. C. Join "McGuire" Club

Kansas City. — As a result of Mickey McGuire's personal appearance here this week at the Pantages theatre, more than 10,000 children were installed in the new Mickey McGuire club, founded recently as a move to stimulate kid business for the theatres by Larry Darmour, producer of the McGuire comedies.

The first club was organized in Los Angeles a few weeks ago and requests for the plans in other localities are now being made.

Each kid wearing the official membership button becomes the recipient of many concessions from the theatre.

•

Phillips Holmes Is Returning January 2

New York.—Phillips Holmes, Paramount contract player, will leave here January 2, for Hollywood to play the lead in "Confessions of a Co-ed." Sylvia Sidney will be the girl.

•

Cleveland Zoning Will Be Resumed

Cleveland.—The zoning of all picture theatres in Cleveland and Northern Ohio will be resumed after the first of the year.

•

Pathe Product in Miss.

Jackson.—The Richard Circuit of theatres, scattered through this State and owned by Rupert Richards, has booked all the Pathe shorts and features for each of the 28 houses.

•

Canada Censor Quits

Vancouver.—Joseph Walters, head of the censor bureau here, has resigned. J. A. Blair succeeds him.

•

Tom Bailey Better

Boston.—Tom Bailey, Publix New England district manager, is recuperating from an operation for appendicitis at the Boston hospital.

•

Betty White at Para.

New York.—Paramount has signed Betty White, novelist. She will be added to the West Coast writing staff.

•

Hard Times Talk Is Out

(Continued from Page 1)

forbidding calamity talk are being posted on studio bulletin boards. This one, posted by Trem Carr, is a sample:

"On and after January the first, all employees of my organization, even though employment is only temporary, are notified that any talk of depression—in addition to being distasteful and useless—subjects the employee to dismissal.

"The surest way to improve conditions or your personal circumstances, is to talk and think improvement.

"Snap out of it!

"(Signed) Trem Carr."

It is to be hoped that the penalty will be enforced if necessary. Such action would have a salutary effect on the industry.

THE Hollywood DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

Believe it or not, there's a thrill which has temporarily supplanted that of football in the mind of Eddie Lowe. Just ask him about his actually being at the throttle of one of the Pacific Coast's largest locomotives during the making of his last picture. For four days preceding the shooting of the scenes he was drilled and schooled, and, when the time came, ran the "Ghost train" single-handed from Santa Barbara to Los Angeles.

•

Frogs and cats give vent to vocalizing emotions after dark. An old shoe may quiet a cat, but the method is not always sure. However, there is one never-failing method of halting the croaks of an operatic frog, as motion picture workers have learned. It was tried successfully as scenes were being made in the garden of a private estate for Paramount's "Ladies' Man," in which William Powell is starred. The gardens contained a large pool wherein hundreds of frogs lifted their voices skyward and prevented sound work until electricians flooded the pond with lights. The frogs, believing dawn had arrived, ended their serenades.

•

One of the SMART business managers of a large independent studio pulled a fast one on the young production head by having him sign a scenario editor at around $700 increase in salary, and now the scenario editor is going around Hollywood boasting of what an important shot he is. A check-up develops that the editor had worked at one of the larger studios only as a story editor, and later at another where, he said, he had been associated with the making of one of their hit pictures. The latter, however, is going out on the market without any screen credit for him and the industry is laughing at the young producer for falling for the bluff.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FOX STUDIOS

Pictures in Production

"EAST LYNNE"—Suggested by novel by Mrs. Henry Wood; screen play by Bradley King and Tom Barry. Frank Lloyd directing, with Ann Harding, Clive Brook and Conrad Nagel featured.

"A CONNECTICUT YANKEE"—From the story by Mark Twain; adaptation by William Conselman; dialog by William Conselman and Malcolm Stuart Boylan. Being directed by David Butler, with Will Rogers starring, and William Farnum, Maureen O'Sullivan, Myrna Loy, Brandon Hurst and Mitchell Harris featured.

"GIRLS DEMAND EXCITEMENT"—Story, adaptation and dialog by Harlan Thompson. Directed by Seymour Felix with Virginia Cherrill, John Wayne and Marguerite Churchill featured.

"SQUADRONS"—From the play by Elliott White Springs and A. E. Thomas; adaptation by Jules Furthman. Directed by Alfred Santell, with Charles Farrell, Elissa Landi and Humphrey Bogart.

"THREE ROUGH DIAMONDS"—From the novel, "Over the Border," by Herman Whitaker; screen play by Dudley Nichols and Emmett Flynn; continuity and dialog by William Conselman and Dudley Nichols. Directed by Benjamin Stoloff, with Victor McLaglen, Fay Wray, Lew Cody, Robert Warwick, Franklyn Farnum, Eddie Gribbon, Joyce Compton and Louise Huntington.

"MORE THAN A KISS"—Story by William Anthony McGuire. Directed by William K. Howard, with Edmund Lowe and Jeanette MacDonald.

"DOCTORS' WIVES"—Adapted from Henry and Sylvia Lieferant's novel. Directed by Frank Borzage with Warner Baxter and Joan Bennett.

"MR. LEMON OF ORANGE"—Original story by John Hays; dialog by Eddie Cantor. Directed by John Blystone, with El Brendel, Fifi Dorsay, William Collier, Sr., and Louise Huntington.

Pictures in Preparation

"THREE GIRLS LOST"—Story by Robert D. Andrews; adapted by Bradley King. To be directed by Sidney Lanfield, with Loretta Young, John Wayne, Joyce Compton and Joan Marsh.

"CHARLIE CHAN CARRIES ON"—From the novel by Earl Derr Biggers; to be directed by Hamilton MacFadden, with Warren Hymer, Marjorie White, Marguerite Churchill, John Garrick, Jason Robards, C. Henry Gordon, George Brent, J. M. Kerrigan and William Holden.

"WOMEN OF ALL NATIONS"—To be directed by Raoul Walsh, with Victor McLaglen and Edmund Lowe.

"MERELY MARY ANN"—From the play by Israel Zangwill; screen play by Jules Furthman. To be directed by Henry King, with Janet Gaynor, Charles Farrell, J. M. Kerrigan and Cecilia Loftus.

"SIX-CYLINDER LOVE"—From the play by William Anthony McGuire. Screen play by William Conselman. To be directed by Thornton Freeland, with Spencer Tracy.

Pictures in Final Editing

"THE SEAS BENEATH"—From the story by James Parker, Jr.; screen play and dialog by Dudley Nichols; staged by William Collier, Sr. Directed by John Ford, with George O'Brien, Marion Lessing, Warren Hymer, William Collier, Sr., Walter C. Kelly, John Loder, Henry Victor.

"THE MAN WHO CAME BACK"—Based on play and story by Jules Eckert Goodman and John Fleming Wilson; screen play by Edwin J. Burke. Directed by Raoul Walsh, with Janet Gaynor, Charles Farrell, Kenneth MacKenna and William Holden.

"THEIR MAD MOMENT"—From the novel, "Basquerie," by Eleanor Mercein; continuity and dialog by Leon Gordon. Directed by Chandler Sprague, with Dorothy Mackaill and Warner Baxter.

"THE SPY"—Story by Ernest Pascal; dialog by Ernest Pascal and Robert Presnell. Directed by Berthold Viertel, with Kay Johnson and Neil Hamilton.

Seeking New Talent

In an effort to discover new talent, Rufus Le Maire, casting director for the Warner-First National studios, is interviewing every applicant and, if any promise is shown, arranging a screen test. Out of the hundreds already considered the caster hopes to find some outstanding screen personalities.

•

Publix in Virginia

Richmond.—Ground will be broken February 1 for a new Publix theatre in Charlottesville. This will make five Publix houses in the state.

Ricci Starts January 5

Ed Ricci, head of the newly formed Iberia Productions, will start shooting on his first feature January 5 at the Darmour studios. This will be made directly for the Spanish market with Renee Torres in the lead.

•

Fox Seeks a "Chan"

With practically every leading man considered for title role in "Charley Chan Carries On," Fox is still unable to make any definite decision. Production is ready to start the minute a suitable player is found.

Fox Is Starting 3 In Few Weeks

The next group of pictures to go into work at the Fox studios within the next three weeks will be "Charlie Chan Carries On," under the direction of Hamilton McFadden; "Women of All Nations," featuring Ed Lowe and Vic McLaglen, with Raoul Walsh directing, and "Merely Mary Ann," with Henry King directing and Janet Gaynor heading the cast.

•

"Stolen Heaven" Done; Geo. Abbott to Florida

New York.—With only a day or two in work for retakes on the Paramount production of "Stolen Heaven," George Abbott, the director, will leave for Palm Beach for a vacation, returning shortly after the first of the year for another picture at the Paramount Eastern studio.

•

Stoll Will produce Talkies in England

London.—Stoll Pictures, Ltd., the Pathe distributor in England, is going into the production of feature length talkers. The first program will include three pictures to be made at the Cricklewood studios.

•

"Subway Express" Is Starting at Columbia

Columbia will start actual production on "Subway Express" Friday. The cast is headed by Jack Holt and Fred Kelsey. Fred Newmeyer is the director.

•

No Hollywood Now For Nancy Carroll

New York.—Instead of going to Hollywood for the holidays, Nancy Carroll will do the vacation in Palm Beach. Her next picture will be done at the Astoria studios of Paramount.

•

Walkouts Close Houses in 2 Towns

New York. — All three Warner houses in Elkhart, Ind., and one in Goshen, N. Y., were closed last week as a result of walkouts due to labor troubles.

•

Swiss Have Few Talkies

Paris.—With the exception of films of a few popular stars, no American talkies are shown in Switzerland. The Swiss want talkies in a language they can understand, so the market is for German, French and Italian pictures.

•

Dick Pearl Still Ill

New York.—Dick Pearl, assistant to C. C. Burr, is still under the doctor's care here as a result of his recent auto accident. He has been forced to defer his return to the Coast.

•

Pete Smith Improving

Pete Smith, publicity head of MGM, is better and will spend Christmas day with his family and a few close friends at the Cottage hospital in Santa Barbara.

THE Hollywood REPORTER

Vol. II, No. 33 Price 10c TODAY'S FILM NEWS TODAY Wednesday, December 24, 1930

STOP HARD TIMES TALK

TRADEVIEWS

by W. R. Wilkerson

THE announcement from Warner Brothers that Marian Marsh will play Trilby to the Svengali of John Barrymore will be a surprise to a few and good news to the major portion of the industry for the reason that it definitely places Warners in the position of developing new talent, new faces and new personalities for their forthcoming pictures.

This casting of Miss Marsh was not a question of "here we have this girl under contract at a small salary, why go out and pay thousands for a name when conditions are so bad?" It was anything but that. Daryl Zanuck made tests of almost every woman in the industry in an effort properly to cast this important part. Money was no object. The majority of women tested, all big names, would have given anything to get the part.

•

THE TEST of Miss Marsh topped them all and she got the part. Warners are happy, as are Barrymore and Miss Marsh. But the greater happiness will be manifested by exhibitors who have been trying every trick to get patrons in by the use of names that have long since lost their box-office value.

New personalities will have to be brought into the talkies. New stars will have to be made, for there are very few of the old favorites who have survived the talkies with the same money attraction that was theirs in the silent days.

•

E. B. DERR, out at Pathe, figured the thing out months ago, developed Constance Bennett, who, although having been a big draw several years ago, had forsaken the screen for Paris; Ann Harding and Helen Twelvetrees. By this development he afforded the stockholders of Pathe an opportunity to sell the company for $5,000,000, which was just $5,000,000 more than they could have realized before the development of the above three names.

It would be well for you exhibitors to get behind this little Marsh girl. She has everything that goes into the making of a tremendous attraction. She has plenty of talent, is beautiful, and has the ambition and temperament for success. Pick her for a sure sale to your patrons, you will not be sorry.

No Paper Xmaa

Tomorrow being a legal holiday there will be no issue of The Hollywood Reporter.

Marian Marsh To Play Trilby

After testing scores of candidates for the role of Trilby in "Svengali," in which John Barrymore will star, Warner-First National has selected Marion Marsh.

Miss Marsh, who is 17 years old, has never had an important part in a picture. She has played bits and atmosphere for about two years, in the meantime studying acting with Nance O'Neil and voice under Alice Gentle. Her singing voice, a necessity for the role of Trilby, is said to be of extremely good quality. She had been cast for the lead in "The Devil Was Sick," but another actress will be substituted.

•

New MGM and Radio Pictures on Broadway

New York.—"New Moon," the MGM special featuring Lawrence Tibbett and Grace Moore, opened at the Astor last night Radio's "Hook, Line and Sinker" opened at the Mayfair, but there was no conflict as the Radio picture did not show until 11:30 o'clock.

Studios Warning Employees To Quit Calamity-Howling and Get Down To Work---Dismissal Is the Penalty

The calamity-howlers and hard-times talkers are being given general and very broad hints around the studios to stop peddling any and all conversation of a depressing nature.

The studio executives believe that the psychological effect of such talk is bad for the picture business and for everyone in it. It not only interferes with the amount of work done, but emphatically affects the quality of the work.

As close a student of human nature as Jimmy Grainger, Fox sales head, said emphatically that, in his opinion, the present depression is mental and has been caused entirely by talk of hard times.

That other executives agree with him is shown by the fact that notices

(Continued on Page 3)

•

'Lash' Opens Here On Wide Film

Richard Barthelmess' latest picture, "The Lash," will be shown on wide film at the Warners Hollywood theatre, beginning Friday night.

This is a Warner Brothers production, done in Vitascope. The wide film will be used at the Hollywood theatre only, the same picture being shown on standard film at the Downtown house.

•

Bancroft Starts West

New York.—George Bancroft left yesterday for Hollywood, without having signed any contract with Paramount. Discussion on this question will be taken up on his arrival at the West Coast studio.

N. Y. Picture Bank Closes Its Doors

New York.—The Chelsea Exchange Bank, having a number of branches throughout Greater New York, closed its doors yesterday, due to a very heavy run by depositors.

This banking institution held quite a bit of picture money. Jules Brulator, Eastman distributor, was on the board of directors.

•

Publix Will Reopen 25 Mid-West Houses

New York. — Paramount - Publix will reopen 25 houses scattered throughout the Middle West that have been closed. This is to take place next week.

•

Comerford To Build

Scranton. — M. E. Comerford who, when he sold a lot of his houses to Publix, kept 55 for himself, is going to build four or five more. They will not be in opposition to Publix.

•

Chicago Censor Out

Chicago.—After serving ten months on the censor board, Helen Bacon was removed and assigned to another civic post. No reason for the removal has been given.

•

Sir James Barrie Ill

London. — Sir James M. Barrie, famous author and playwright, many of whose works have reached the screen, is seriously ill at his home. He is 70 years old.

•

Pettijohn Off for Rest

New York. — Charlie Pettijohn, major-dome of the Hays office, has left for Bermuda for a rest.

BIG-HEARTED CIRCUITS SANTA TO EMPLOYEES

New York.—In order to overcome the holiday slump, most of the major organizations operating circuits of theatres throughout the country have let out all their miscellaneous help for two weeks, with the promise of recalling them directly after the first of the year. This procedure is said to effect a saving of from $500,000 to $1,000,000.

A nice Christmas present for a conscientious employee.

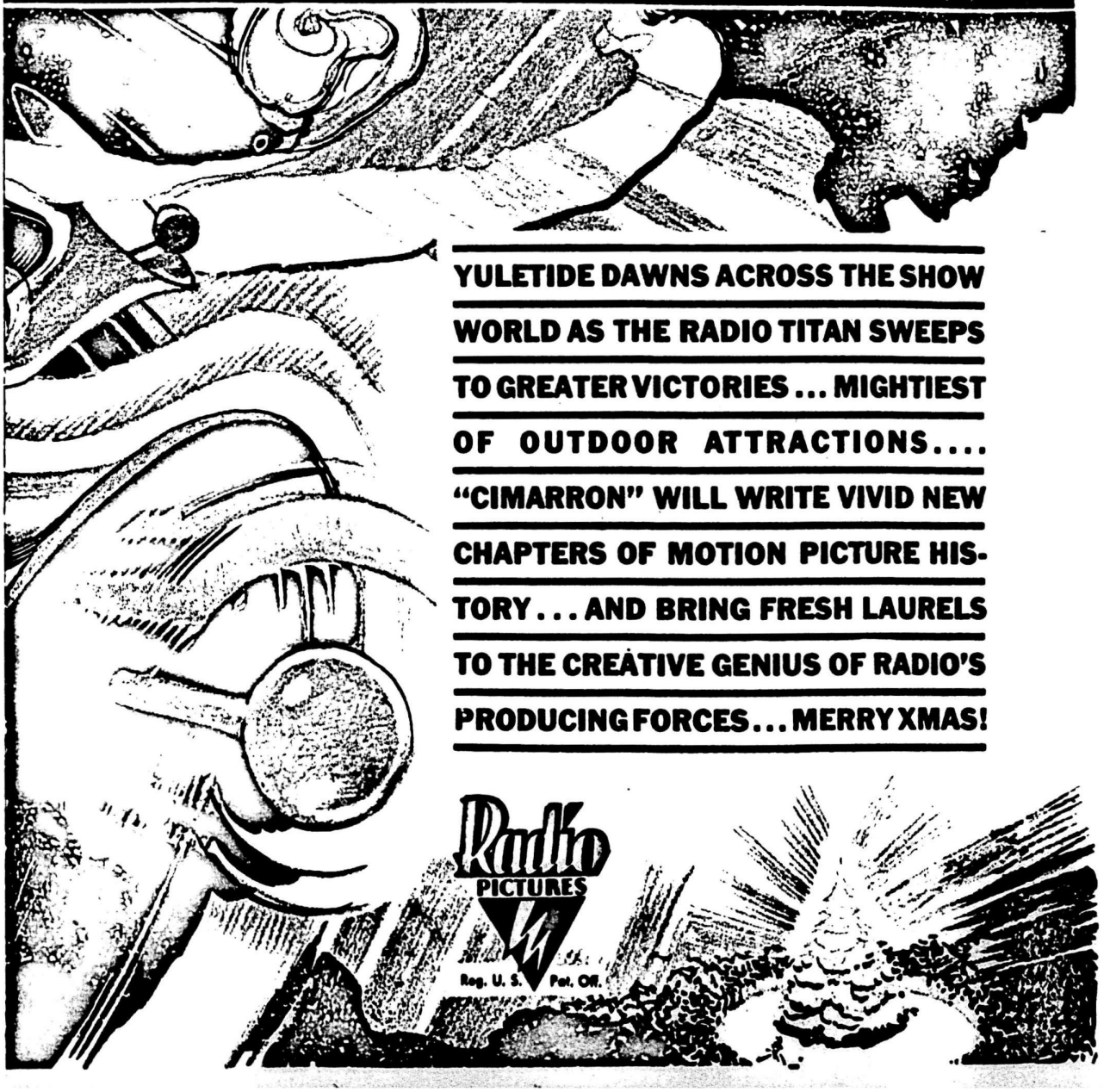
Eisenstein Freed In Mexican Detention

Mexico City. — After being detained 10 hours in his hotel room as a result of a telegram from Los Angeles that he was a Communist, Serge Eisenstein, the Russian director, was set free with a formal apology from the chief of police.

Merry Christmas

YULETIDE SMASHES

GRAND NEW SHOWS FOR NEW YEAR'S PROSPERITY



YULETIDE DAWNS ACROSS THE SHOW WORLD AS THE RADIO TITAN SWEEPS TO GREATER VICTORIES ... MIGHTIEST OF OUTDOOR ATTRACTIONS.... "CIMARRON" WILL WRITE VIVID NEW CHAPTERS OF MOTION PICTURE HISTORY ... AND BRING FRESH LAURELS TO THE CREATIVE GENIUS OF RADIO'S PRODUCING FORCES ... MERRY XMAS!

Radio PICTURES

Reg. U. S. Pat. Off.

WE ARE GROWING FAST

NEWS
READER INTEREST
CIRCULATION
ADVERTISING
AND
INFLUENCE

PATHE SOON TO START 3 MAJOR PRODUCTIONS

Pathe studios will put three productions in work within the next two weeks. The first will be the Constance Bennett picture, "Lost Love," under the direction of Paul Stein, with shooting starting December 26. Only two members of the supporting cast have been selected, Paul Cavanagh and Frederick Kerr.

On January 2 the Ann Harding picture, "Rebound," goes into work with E. H. Griffith directing. Robert Ames will play opposite.

January 4 will see the start of the Helen Twelvetrees picture, "The House of Glass," with Al Green in the director's chair.

•

Tiffany Will Begin 3 New Ones in January

Production on two features and two short subjects nearly completed, Tiffany will not renew actual shooting activities until the latter part of January, at which time it is said a new set-up of features will go into work.

This line-up will include "Left-Over Ladies," adapted from a magazine story by Ursula Parrott; "Morals for Women," now being adapted by John F. Goodrich, and "X Marks the Spot," which James Whale will direct as another special, planned to be road-showed.

•

Three Starting At "U" Within Few Weeks

With only one feature, a short and serial now in final production at Universal, preparations are being made to put three features in work shortly after the first of the year.

These will be "The Up and Up," "Gambling Daughters" and "Seed." The latter will be the last of the tric to go into work.

•

Neilan Directing For Columbia Pics.

Marshall Neilan will direct, as well as write, several pictures for Columbia. His first goes into production next week. It will be a melodrama.

•

Frank Tuttle May Act

Frank Tuttle, Paramount director, has cast himself for a role in his next picture. He will try to play a newspaper reporter.

•

Exhib Asks Honesty

(Continued from Page 1)

score charges, which have been dynamite to all exhibs, and, further, he feels certain that, should theatre owners go over their heads on contracts, whether it be for one or more pictures, a presentation of the facts will get an immediate adjustment.

Wood says: "If we play fair with them, they will do likewise with us, but this matter of chiselling, bicycling and contract breaching will only cause distributors to jack up film rentals and institute other unfavorable measures."

Five In Work At Radio Lot

Radio studios will experience the busiest pre-holiday activity in its history this week, with five feature productions in work.

These will include "Kept Husbands," featuring Dorothy Mackaill and Joel McCrea; "Private Secretary," featuring Mary Astor, Robert Ames and Ricardo Cortez; "Assorted Nuts," with Wheeler and Woolsey; "Ladies for Hire," with Betty Compson, John Darrow and Gilbert Emery, and "Bachelor Apartment," with Lowell Sherman and Irene Dunne.

•

Louise Brooks Will Remain With Para.

Louise Brooks, former Paramount contract player, will remain at that studio for a second picture. She has been cast for a part in a picture temporarily titled, "Have You Got It?" which Frank Tuttle will direct.

Helen Johnson is also signed for same picture.

•

"Last Parade" Finished

Production on Columbia's "Last Parade" will fold up today. The picture was under the direction of Erle Kenton.

•

Grainger Not Worrying

(Continued from Page 1)

course, here and there had been a decrease in attendance, but such a condition was decidedly spotty. As a whole, business at motion picture theatres is most satisfactory.

"The past six weeks have recorded a surprising gain in attendance at all types of theatres. An analysis of the holiday business this season as compared with that of past years shows a material increase generally throughout the country.

"Insofar as Fox Film Corporation is concerned, we are enjoying our most profitable and successful season. Our sales are approximately 57 per cent greater than they were at this time last year, which produced a record for volume business for this corporation.

"With the excellent box-office productions we will release during the remaining weeks of 1930-31, there is no doubt in my mind that, so far as this corporation is concerned, the season will be the most successful in our history."

Mr. Grainger is at the Fox Film studios to confer with Vice-President and General Manager Winfield Sheehan and General Superintendent Sol M. Wurtzel with regard to the remaining releases on this season's program. He will return to New York early in January. He is accompanied by Mrs. Grainger and they will spend the holidays with their son, J. E. Grainger, Fox Film associate producer.

"Grind" at $1 Top

The George M. Cohan theatre, in New York, is going to be a grind house, with tickets at $1 top, beginning February 1. The grind policy and the price are explained by the fact that the attraction is to be Chaplin's "City Lights."

Arlen and Hackett Here in February

New York.—Samuel Goldwyn will arrive here from England on January 22 and will leave a few days later for Hollywood, accompanied by Michael Arlen and Walter Hackett. They will collaborate on an original for Ronald Colman, based on an Arlen story.

•

German Picture Starts Berlin Row

Berlin.—The opening of the German film, "The Flute Concert," at the Ufa theatre here, was the signal for another big disturbance by the Communists and Socialists.

It glorifies the old German soldier and is looked upon as sure box-office.

•

Jackie Searl On Paramount Contract

Paramount has signed up another kid player on a long term contract. The first was Mitzi Green and now Jackie Searl (the Sid Sawyer in "Tom Sawyer"), has been taken on.

•

Fire at Harlem Opera

New York — The Harlem Opera House, showing pictures, had a fire Saturday night. Damage estimated at $75,000.

To Explain New Standard Prints

Detroit.—The first move by the Producers' Association to acquaint bookers, inspectors and all those having anything to do with release prints with the manner of handling the new standard release prints, will start here at the local film board office. An instructor will go over the situation in its entirety.

Every exchange center will get the same instruction.

•

Warner Cleveland Opened Last Night

Cleveland.—The Lake, a house recently taken over by the Warners, was reopened last night with "Kismet" as the attraction. The house was refurnished and renovated from top to bottom.

•

Wynne Gibson In "Cavalier of Streets"

Wynne Gibson, Paramount contract player, has been set in the new Richard Wallace picture, "Cavalier of the Streets."

•

Ludwig Lawrence in N. Y.

New York. — Ludwig Lawrence, European manager for Metro-Goldwyn-Mayer, has arrived here from Europe. He will visit the Culver City studios before returning home.

•

Adams With Liberty

Eddie Adams, one of the best known film editors in the industry, has been engaged by Liberty Productions to cut and edit "Women Like Men," the all-woman picture which William Beaudine will direct.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

COLUMBIA STUDIOS

Pictures in Production

"THE FLOOD"—Featuring Monte Blue and Eleanor Boardman. James Tinling directing from story by John T. Neville.

"JOAQUIN MURIETA"—Featuring Buck Jones and Aileen Pringle, with Roy Neill directing.

"THE LAST PARADE"—Original story by Casey Robinson, adaptation by Dorothy Howell. Erle Kenton directing, with Jack Holt, Tom Moore and Constance Cummings in cast.

"THE CRIMINAL CODE" (Spanish version)—Phil Rosen directing.

Pictures in Preparation

"AN OVERNIGHT AFFAIR"—Featuring Evelyn Brent. No director assigned.

"VIRTUE'S BED"—From New York stage success, with Dorothy Herzog on the adaptation.

"ARIZONA"—From the play by Augustus Thomas, with Jo Swerling on the adaptation.

"THE MIRACLE WOMAN"—From the play, "Bless You, Sister." Jo Swerling on adaptation. Barbara Stanwyck features, with Frank Capra to direct.

"SUBWAY EXPRESS"—From the New York stage hit. Fred Newmyer to direct with Jack Holt featured.

Pictures Editing

"DIRIGIBLE"—Directed by Frank Capra from screen play by Jo Swerling. Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Emmett Corrigan and Selmar Jackson in cast.

"DESERT VENGEANCE"—Featuring Buck Jones, with Louis King as director. Story by Louis King and Stuart Anthony.

'NO LIMIT' SWELL PICTURE 'FRENCHMEN' NOT SO GOOD

Clara Bow Does Clever Acting

"NO LIMIT"
Paramount

Direction ..... Frank Tuttle
Photography ..... Victor Milner
Story ..... George Marion, Jr.
Screen Play.....Viola Brothers Shore and Salisbury Field
Starring ..... Clara Bow
Cast: Norman Foster, Stuart Erwin, Dixie Lee, Harry Green, Thelma Todd, Mischa Auer, William Davidson, Maurice Black, G. Pat Collins, Hall Nicholson, Frank Hagney.

Whether Miss Bow's recent unfortunate fling at Calneva was the reason for this picture, or whether this story in preparation brought about the 24-sheeting of the escapade, we do not know. But we do know that, in "No Limit," Clara and Paramount have one swell little picture, and one that will well reward her fans who have long been waiting for her return in something really entertaining.

Clara and her girl pal, both usherettes at a movie palace, unwittingly become the proprietoresses of an apartment "gambling house" after they have gleefully consented to take care of it for a dumb Swede who just inherited same and is off to Panama in the Navy. Here Clara meets "socially" a young man whom she has worshipped from afar, thinking him a swell. When he finds he can't get her any other way, he marries her, and for a week happiness supreme is hers. As the result of a daring hold-up in the theatre where she once worked, she discovers that he is a master crook. He leaves her to make a getaway, trying to hide his real love for her for her own sake. But she sticks, and almost "takes the rap" for him. He confesses, however, and goes to jail. Meanwhile, the dumb Swede returns, opens a theatre of his own and that is where Clara is working when her man gets out and returns to her.

The story is well-knit—well-balanced between comedy and drama. It moves fast, and is thoroughly entertaining every minute. The dialog, by Miss Shore and Mr. Field, is exceptionally good and furnishes some loud laughs. Frank Tuttle has done a fine job with the direction of this picture. It has lots of "touches" and the dramatic scenes have been handled exceptionally well — never becoming too heavy for the class of picture into which this falls.

There is a new Clara Bow in "No Limit," one who does some fine acting and shows restraint. Though a trifle fat, she looks prettier and better dressed than she has appeared for a long time. Stuart Erwin, as the dumb Swede, was, as always, excruciating while on the screen, which wasn't often enough. Norman Foster, while not exactly the "hero" type, is an excellent actor and proved it in this one. Harry Green and Thelma Todd in supporting roles were very good.

"No Limit" is an A No. 1 program attraction for any theatre. A well-written, well-acted and very well-directed comedy drama — the best Miss Bow has had in a long, long time.

●

Coming Through

Over at Universal last Saturday the suggestion was made that each employee donate 5 per cent of the week's pay to a fund to be divided among those who had been laid off in the past three months and were still out of work.

The response from the force was only 100 per cent.

Laurel and Hardy In Another Laugh Riot

"THE CHISELERS"
MGM
Hal Roach Production

Direction ..... James W. Horne
Photography ..... Jack Stevens
Screen Play ..... H. M. Walker
Film Editor ..... Richard Currier
Starring.....Stan Laurel, Oliver Hardy
Cast: Anita Garvin and Isabel Keith.

Another 20 minutes of unabated enjoyment for the fans while Messrs. Laurel and Hardy, bolstered up by clever gags, run through their repertoire of silly antics.

"The Chiselers" deals with the trials of two married men, who would like to be free for a night so they can go to a stag at the club. Hardy manages to accomplish this by playing sick and sending the two wives for a trip to Atlantic City while Laurel stays to nurse him. And then, of course, the women miss the train and return in time to catch the badly frightened husbands red-handed.

One sequence in which Hardy dons the wrong boots and Laurel endeavors to remove them, is very funny, but far too long, occasioning many repetitions. When this is edited, the entire boot-pulling episode should be one long laugh.

Anita Garvin and Isabel Keith are adequate as the wives; and, of course, any praise of the stars is superfluous.

The direction and photography are more than satisfactory and help to make "The Chiselers" a veritable funfest for any audience.

●

New German Pictures

Berlin.—"The Burglar," the Erich Pommer picture which opened at the Gloria Palace, got bad reviews, but is looked upon as sure to hit the public taste.

A new theatre, the Tauentzien Palace, opened with "The Man in Command." The theatre is beautiful, but the film is a flop. "Africa Speaks" follows it next week.

Bad Taste Shown In Warner Film

"FIFTY MILLION FRENCHMEN"
Warner Brothers

Direction ..... Lloyd Bacon
Original ..... Herbert Fields
Adaptation ..... Joseph Jackson
Dialog ..... Al Boasberg, Eddie Welsh
Photography ..... Dev Jennings
Film Editor ..... Robert Crandall
Cast: William Gaxton, Helen Broderick, Claudia Dell, Olsen and Johnson, John Halliday, Evelyn Knapp, Vera Gordon, Nat Carr, Lester Crawford, Charles Judels, Carmelita Geraghty, Daisy Belmore, Bela Lugosi.

Another musical comedy comes to the screen, minus song and dance. Fortunately there is enough comedy, and low comedy we might add, to overcome the strictly musical comedy plot, and there are plenty of belly laughs for a not too particular audience. The Paris interiors have been faithfully reproduced. It's an all Technicolor production. The technicolor is O.K. on the sets, but most of the players look as though they were suffering from a high fever. It's good enough average fare for the exhibs.

We have here a rich young American who falls in love with a beautiful tourist. One of his friends knows the gal, but is intent on marrying her himself for her money. He therefore inveigles the love-struck youth into making a bet whereby he is to win the girl, sans the influence and buying power of his money, within two weeks, or forfeit $50,000. Also he is to manage his own introduction to the girl. There you have it, in its own particular nut-shell. Of course, after many varied and amusing adventures and situations (some of which border on the vulgar), everything comes out all right, despite some dirty work on the part of the villain.

The direction of Lloyd Bacon keeps the picture moving along nicely. It is to his credit that there is very little letdown in action or comedy throughout the entire length of the film. The adaptors of the play have added a pair of comic detectives to the cast and, with the exception of a couple of scenes that smack of offensive ribaldry, have written in and taken from the play plenty of laughs.

William Gaxton and Helen Broderick, playing their original parts, are very good, although Miss Broderick's personality doesn't register quite so well as on the stage. Claudia Dell as the heroine is good to look at without having much to do. John Halliday as the villain is by far the best in the cast, and makes his role almost plausible. Olsen and Johnson are the detectives. They have the best lines and are very funny, although their type of comedy is decidedly not for first-class audiences.

Warner's Charity Show Is Stopped

Fairmont, V. Va.—The local Warner house attempted to open Sunday with a show for the benefit of the Salvation Army Christmas fund. Criminal Court Judge E. W. Showalter ordered the house closed, regardless of the benefit.

●

Publix Loses Out As Elks Refuse to Sell

Newcastle, Pa.—Publix had planned a $250,000 theatre here to be constructed on the site of the Elks Club. Something went wrong in their primary negotiations and now the thing is cold, with the Elks refusing to sell the property.

●

Warren Hymer Gets Fine Fox Contract

Warren Hymer has been signed again by Fox for a straight two-year contract without options, assuring him at least $65,000 for the first year and $100,000 for the second. Hymer came here from the stage a year ago and it took him 10 months of that period to prove that he was a box-office attraction.

●

Marian Marsh to Double

Marian Marsh is to play in two Warner pictures at the same time. She has the feminine lead in "The Devil Was Sick" with Frank Fay, and will also be in "Red Hot Sinners," both pictures going into production the same week.

●

Foster in New Comedy

Norman Foster and Carole Lombard are to be featured in a new Paramount comedy, tentatively titled "Have You Got It?" Frank Tuttle will direct, and Arthur Kober is doing the screen play.

●

Boston House Goes Movie

Boston. — The Repertory theatre, which has been run by Henry Jewett with legitimate plays, has been taken back by the mortgagees and will be turned over to the Screen Guild for unusual pictures.

●

New U. A. Branch Mgr.

New Orleans.—Stanley Koch has been made branch manager, succeeding Mrs. Rose Donnelly, resigned.

B.B.B. Says:
A Bite, A Lift Without Formality
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

Willis H. O'Brien SAYS:
"The specially taken views which you secured for us by cablegram were in every way satisfactory."
INTERNATIONAL KINEMA RESEARCH
HE 6761 Hollywood Security Bldg.

TITAN BELLS HERALD

Synopsis of play now available for motion pictures

"THIS WOMAN"

by William Beaumont

The Hurleys have reached middle age after twenty-three years of placidly happy married life. Mrs. Hurley, beautiful and still youthful-looking, is adored by her four children, although they occasionally reproach her tenderly for being old-fashioned.

Hurley comes suddenly into great wealth. Happiness seems promised the exulting family. Instead, disaster comes.

A siren of more than usually notorious character takes a cottage in the neighborhood and Clive, the eldest Hurley boy, falls into her clutches. Mrs. Hurley discovers to her horror that the Circe in question is a woman who has been her husband's mistress for two mad weeks some years before . . . an interlude that Hurley does not dream his wife is aware of.

Mother and father alternately reason with the boy, but Clive defiantly advances his ultra-modern notions as to the freedom of the individual. In his anxiety to save his son, Hurley betrays himself as a former victim of the enchantress. He is able to bribe the woman to depart, but can he efface the impression his unintentional confession has made upon his son?

It is a day of bitter disillusionment for Clive. For years the quiet composer Muir has been a friend of the family. He is supposed to have matrimonial intentions regarding the eldest daughter, Minna. But he silently worships Mrs. Hurley. And she, gradually separated from her husband by his absorption in his ambitious schemes, has come to return his love. Today Muir tells her that he is going to the East and will not return. He no longer dares to remain at her side. And because this is the end, Mrs. Hurley admits that she loves him. Because this is goodbye, she yields to his first and last embrace. Locked in each other's arms, Clive comes upon them. His mother! His adored, revered mother! He stumbles away, bitter and sick at heart.

There is a party that night to celebrate the family's accession to wealth. Clive comes home in drunken hysteria, ready to denounce his mother before her guests. Fortunately only his sister hears his drunken ravings. She is staggered. Muir? Muir, whom they all believed in love with her! Her heart hardens toward her mother.

Hurley wrings a repetition of Clive's accusation from the girl and confronts his wife. He overwhelms her with insult and reproach. Only the discovery that she has known of his own lapse gives him pause and induces him to listen to her plea in extenuation. She admits that she loves Muir. But she has never been his mistress. Nor has her feeling for him killed the love she has for her husband.

Hurley's sense of justice reasserts itself. He sends his wife to Muir, who is walking in the garden. Let them decide together whether her happiness lies with her family or with the man she loves.

Tensely, husband and children await their mother's decision. Hurley points out to his son that his convictions concerning the freedom of the individual go into eclipse where others are concerned. He wins the disillusioned elder children to sympathy for their mother. Th younger are for her, right or wrong. All wait in tremulous anxiety. Will she return, or is she lost to them? The French doors from the garden are opened. A moment later Mrs. Hurley is surrounded, embraced, held close by her weeping flock. She gives both her hands to her husband.

THE END

WILLIAM BEAUMONT

Has had a number of his plays successfully presented in Europe

The above play is fully protected by copyright

Regarding motion picture rights to above play apply to

MAURICE REVNES, Ltd.

6777 Hollywood Boulevard Hollywood, Calif.

HEmpstead 3188

THE Hollywood REPORTER

Vol. II, No. 32 Price 10c — TODAY'S FILM NEWS TODAY — Tuesday, December 23, 1930

'DEPRESSION IS MENTAL'

TRADEVIEWS
by w. r. wilkerson

WORD coming in from France, England, Germany and other foreign countries indicates that business grows worse with each week. The houses are doing less at the b. o. than at any time since pictures became a major form of amusement; the studios turning out foreigns, both here and abroad, are not producing the type pictures with the casts that mean a dime to the theatre owner.

In an effort to get the real inside on the "what" of the foreign question we tackled a man who KNOWS foreign exhibition, distribution and production as few other individuals do. He said:

•

"EVERYTHING that was dear to the movie-goers in every foreign land has been taken away from them. By this is meant the American picture stars whose names alone would assure a profitable engagement in almost every theatre. These idols have been taken away. In their place your producers and the producers in foreign studios are giving them personalities they know little about."

Going on, he said: "Because Mme. De Flop happens to be a big star on the Paris stage does not mean that patrons of the picture houses know anything about her, and consequently she takes the same position that many fine actors and actresses of the American theatre do when they are cast in your talkies.

•

"WHAT IS true with the French-made pictures and the Hollywood versions made for that country is true of every other country where there is a theatre. What the foreign market requires are synchronized silents with American stars—the Gilberts, the Chaplins, the Pickfords, the Fairbankses and many, many others."

When will our studios heed this call? When will one of them market a silent picture in the foreign market and reap the harvest of gold that awaits such a release? Certainly as soon as one of them is made, hundreds of others will be turned out. For that, ladies and gentlemen, is the ONLY solution of the foreign market.

Page Mr. Ripley

Believe it or not, but a national publication, justly famous for the slang and he-man language of its columns, is sending out a letter for subscriptions, which starts: "We would DEARLY LOVE to have you as a life subscriber." We hope the subscription premiums are not powder puffs and lipsticks.

"Trader Horn" Big At Frisco Preview

San Francisco. — Metro-Goldwyn-Mayer held a sneak preview of "Trader Horn" here Saturday night and everything went off in great shape. Picture looks O.K. for all the dough MGM has put in it.

•

U. A. Preview May Cost Producers $25,000

A suit for $25,000, alleging a breach of contract, was brought against United Artists yesterday by H. W. and M. C. Chotiner, operating a string of theatres here.

The plaintiffs assert they hold a contract for the first run in their sections for United Artists pictures, and they also contend the contract was breached by the preview of "Reaching For The Moon" being held in a Fox house that is direct opposition to one of theirs. They also ask $600 for loss of business on the night the preview was held.

J. R. Grainger, Fox Sales Head, Says Bad Condition Brought on By Talk—Business Getting Better

"So-called depression in the motion picture industry is merely a mental state among a few exhibitors who have talked too much," according to J. R. Grainger, vice-president in charge of distribution for Fox Film, upon his arrival here Sunday from visits in Chicago, Kansas City, St. Louis, Dallas, Denver and San Francisco, where he met and discussed conditions with some 100 exhibitors and circuit heads.

"Motion picture business throughout the United States and Canada, I have definitely ascertained, is in fine condition," he continued. "The trouble was that there had been too much talk regarding depressions. It merely was a mental state among, I am glad to say, only a few exhibitors. Of

(Continued on Page 7)

•

American Talkies Are About Done in Germany

Berlin.—The market for American talking pictures is steadily growing worse. The public does not want them and their future is very dark.

The best-informed people in the industry here believe that they will not last another year.

•

Richey-Steffes In New York On Confabs

New York.—H. M. Richey and Al Steffes, execs of Allied Exhibitors, are in New York for confabs leading to the combining of Allied and M. P. T. O. A.

•

No Sunday Movies

Alliance.—The City Council voted against Sunday movies for this town. The vote was three to one against.

Canadian Censor Given the Boot

Quebec.—Marquis De Roussey De Sales is no longer chairman of the board of censors for this province. Eugene Beaulac succeeds him.

It is said that the Marquis lost his job because of his taboo of "Let Us Be Gay," the MGM picture.

•

Important Bookings For "Man Who Came Back"

New York.—Fox's Gaynor-Farrell production, "The Man Who Came Back," has been booked into McVickers theatre in Chicago for a long run, starting January 2. The same day will see its opening at the Roxy in New York. The Criterion in Los Angeles will start it a week later.

•

Lab. Workers' Scale to Be Settled Next Month

The question of minimum and maximum wage scales for film laboratory workers will be settled early in January, it is understood, by the local branch of the I. A. T. S. E. laboratory workers' union.

•

International Talkies For New York Theatre

New York.—The Signick Corp. has taken over the President theatre and will turn it into an international talkie house.

•

Herbert Yates Back

New York.—Herbert Yates, head of Consolidated Film Laboratories, arrived in New York yesterday from Europe. He went over to close some foreign laboratory deals.

BE FAIR WITH DISTRIBS, OHIO EXHIB HEAD ASKS

Cleveland.—P. J. Wood, business manager of the Motion Picture Theatre Owners of Ohio, has sent out a letter to all the members requesting honesty and fair play in dealings with the distributor.

Wood is of the opinion that fair play will see the elimination of all

(Continued on Page 7)

"Heavenly Night" In New York Jan. 8

New York. — "One Heavenly Night," the Sam Goldwyn-United Artists production, will open in New York at the Rialto theatre, January 8. It follows "Blue Angel."

LLOYD NOSLER — JUST COMPLETED EDITING "REACHING FOR THE MOON"

THE DAILY HOLLYWOOD REPORTER

W. R. WILKERSON..... Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave Daryl Doran, Manager

London office, 80 Wardour St Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

One of our foremost stars was very desirous of having her husband play opposite her in a picture just started. She objected loudly to the gentleman chosen for the role. She said he was "no good." To prove this, she learned her lines completely in time for the first rehearsal, and called in all the studio heads to witness it. Naturally the leading man was more or less reading his at the time. When it was over, she turned to the execs and said: "See? He's so dumb, he can't learn his lines, he can't do anything. Isn't he awful?" With one accord the big guns turned to her and said, "He's marvellous!" and walked off the set. P. S.—And he WAS!

•

A young male star has "changed hands" quite a bit during the past year. A famous feminine star found him, understandably enough, very attractive, and "borrowed" him for a while several months ago. In fact she found him so attractive that she risked the epithet of "Cradle Snatcher." After this he returned to his real love. But now he's "back in the family," beauing the younger sister of the famous star about. They do say its because he's "too young to know his own mind."

•

Jack Cohn, of Columbia, has his own ideas regarding the production of foreigns. He has just finished the first Spanish, "The Criminal Code." Before going into production he got in touch with his representatives in all Spanish-speaking countries and got their ideas regarding story, story treatments, and the type of cast and actual names that would mean anything at the box-office in those countries. He is going to follow this idea through on all foreigns.

New York, Indianapolis and Waterloo

Cream Puffs *and* Slams *On* NEW PICTURES

•

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"SEE AMERICA THIRST"

Globe Theatre

Times: Really a burlesque on the bad men of America with a strong suggestion of a nightmare.

American: At times heights of satirical hilarity are attained. Unfortunately there are barren valleys between these mountains of merriment.

Herald-Tribune: Possesses a number of gags and frequent situations that are amusing, yet it is peppered with yawns.

News: A mighty funny picture. Thoroughly nutty.

World: Spotty production, parts of which are infinitely better than had ever been expected.

Post: Wholesome, breezy satire on the much-belabored gangster film.

Journal: Generally provides amusing entertainment. Packed with absurdities, some very funny and some not quite so funny.

"FREE LOVE"

Roxy Theatre

News: Just about makes the fair grade.

Post: However you may be disposed to chortle in anticipation, it is unlikely that you will be able to extract more than a perfunctory interest.

Evening World: It never seems t oget anywhere and, even after the story is completed, to all intents and purposes it still goes on interminably.

Herald-Tribune: It isn't anything to get excited about as cinema drama.

Journal: Prolonged series of matrimonial arguments. Just average screen fare.

American: Fails to rise above mediocrity in entertainment values.

Sun: Fairly entertaining, due largely to the splendid performances by Conrad Nagel and Genevieve Tobin.

Times: It is the sort of thing which might just as well have ended when it was halfway through as when it does. It is blessed with capable performances.

INDIANAPOLIS, IND.

"MAN TO MAN"

Lyric Theatre

Star: Its appeal of homely sentiment hits the right spot and audiences are finding it excellent entertainment.

News: It is worthwhile.

"OH, FOR A MAN"

Apollo Theatre

Star: Runs along at an agreeable pace and scatters mirth.

News: Something to be put on your list. Nothing but laughter for the onlooker and there is much laughter.

Times: It is the type that some will think great fun, and some will think just plain silliness.

"DERELICT"

Circle Theatre

News: If you enjoy good, rousing melodrama, you will enjoy this one.

Times: The story sags. It is really more storm photography than it is a story of humans in action

"ALONG CAME YOUTH"

Indiana Theatre

News: It remains for Stuart Erwin to put the story on its feet. Light entertainment.

Times: This one has a few laughs, but the whole thing is so weak that they do not count much.

WATERLOO, IOWA

"LINCOLN"

Paramount Theatre

Daily Courier: In a distinct class by itself. It's a great show. It is grippingly entertaining. It is human, alive, neighborly, real.

"NUMBERED MEN"

Iowa Theatre

Daily Courier: It is brisk melodrama.

"BROTHERS"

Iowa Theatre

Daily Courier: Exceedingly clever and dynamic drama.

"HELL'S ANGELS"

Paramount Theatre

Daily Courier: Terrific and tremendous thrills that hold audiences breathless and amazed. The daddy of all aerial pictures.

PRODUCTION NOTES

Donald Dillaway to cast of "Mr. Lemon of Orange" at Fox.

•

Gaylord Pendleton engaged for the cast of "The Last Parade" at Columbia.

•

Maria Tabau, Spanish actress, arrived in Hollywood yesterday to work at MGM. Her first assignment will probably be the leading role in the Spanish version of "The Trial of Mary Dugan."

•

Ferdinand Mignone, winner of the grand medal of arts and decorations at the Brussels exposition, has been imported from Spain by MGM to design sets.

•

Lillian Bond, late of the Hammerstein production, "Lluana," and member of the "Follow Thru" road company, has arrived at the MGM studios ready to start work under a six months' contract.

•

Mervyn LeRoy expects to complete work on John Gilbert's next starring picture for MGM, "Gentlemen's Fate," Wednesday if possible, but no later than Friday of this week.

•

Buster Keaton will make Spanish, German and French versions of "Parlor, Bedroom and Bath," besides the English, for MGM.

•

MGM Will Build Own Film Laboratory

Listed in MGM's expansion program for next year is the building of a complete film laboratory that will take care of its daily rush business as well as part of the release prints.

Heretofore MGM has turned all the release print work over to Consolidated, but from present plans it will print all coast releases from the new plant.

•

Buck Jones Starts

Buck Jones and his Columbia unit started production on "Joaquin Murieta" (temporary title) Saturday. The cast includes Aileen Pringle, Walter Percival, Eddie Hern, Otto Hoffman and Sidney Bracey. Roy Neill directing.

•

Liberty's Women

Liberty Productions, headed by M. H. Hoffman, is casting its all-woman picture, "Women Like Men." The gals set so far are Lilyan Tashman, Louise Fazenda and Marceline Day.

POWERS CINEPHONE LICENSED RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

GOOD STORIES ARE SCARCE

but Universal has 'em . . . .

All Quiet on the Western Front
Strictly Dishonorable
Dracula
The Cat Creeps
See America Thirst
Outside the Law
East Is West
Fires of Youth
Free Love
Seed
Boudoir Diplomat
Blind Husbands
Iron Man
Resurrection
Many a Slip
The Cohens and Kellys in Africa
The Up and Up
Little Accident
Gambling Daughters
A Lady Surrenders
King of Jazz

GOOD DIRECTORS ARE SCARCE

but Universal has 'em . . . .

Lewis Milestone
John Stahl
Monta Bell
Mal. St. Clair
Edwin Carewe
Eric Von Stroheim
Tod Browning
Rupert Julian
William James Craft
John Murray Anderson
Hobart Henley
Edward Laemmle
William Wyler
John Robertson
Vin Moore

GOOD TALKIE STARS ARE SCARCE

but Universal has 'em . . . .

John Boles
Lewis Ayres
Mary Nolan
Lupe Velez
Graham McNamee
Helen Twelvetrees
Conrad Nagel
Ian Keith
Bela Lugosi
Edward G. Robinson
Douglas Fairbanks, Jr.
Genevieve Tobin
Rose Hobart
Anita Page
Mary Duncan
Betty Compson
Jeanette Loff
David Manners
Sidney Fox
Slim Summerville
Harry Langdon
Louis Wolheim
Zasu Pitts
Bessie Love
Raymond Hackett
John Wray
George Sidney
Helen Chandler
Nance O'Neil
Monroe Owsley
Joan Bennett
Charlie Murray
Basil Rathbone
Lilyan Tashman
Neil Hamilton
Laura La Plante
Jean Hersholt
Paul Whiteman
Montagu Love

Don't Worry! Universal Has Everything You Need! Ask The Biggest Buyers In The Business. They Know All About It!

UNIVERSAL WINS 3 FIRST PLACES IN MOTION PICTURE ACADEMY AWARDS

The Hollywood REPORTER
December 22, 1930

Hearty Greetings

From an

Appreciative Reader

The Hollywood REPORTER December 22, 1930

Season's Greetings

William
A.
Seiter

Laura
La
Plante

anchon
& marco
IDEAS
● The world's finest entertainment—Original . . Modern . . Enchanting . . Aglow with the brightness of youth . . Presenting the most famous artists of the living stage . . in colorful harmonious settings of flashing beauty. The joy of a nation . . in Fox Theatres from coast to coast . . Preferred by millions as . . the ultimate in stage art!

The Hollywood REPORTER
December 22, 1930

Merry Christmas

Leon Errol

TRADEVIEWS

by W. R. Wilkerson

By Al Boasberg

NOTE: *Mr. Boasberg has just joined the staff of The Hollywood Daily Reporter.*

I have promised for several years to straighten out the industry and get it on its feet, but several important things interrupted. The main faults with the picture business are both major and minor. I will straighten out the major wrongs only, as my lawyer told me to lay off minors. The odds against securing a great picture are about 2 to 1, although in Caliente you can get 3 to 2 on certain points like a 10 or a 4.

Any publicity department will tell you that none but good pictures are being turned out. Still the theatres are doing no business! The answer must be that the public wants lousy pictures, so if some enterprising studio will specialize in lousy pictures there is a fortune to be made, and the writer will be pleased to contribute any efforts of his own in making pictures as much that way as he can. One of the major studios has solved its foreign problem by distributing their French versions in Spain, and their Spanish in England, and destroying the American negative.

The main bone of contention in the industry is writers. The problem of writers has been discussed pro and con in practically every corner of Hollywood, except Vine and Santa Monica; in fact, rumblings have been heard in some of the studios. But in my opinion it will not be long before the studios will be compelled to have writers. The story situation and the securing of new material would be greatly enhanced if it were not for the propaganda that has seeped out to the effect that studios "swipe" ideas. A remedy for this would be to ask the contributors to submit their stories in longhand so that the Scenario Department could not read them. This should insure protection.

I believe that the coming year is going to see brighter uniforms for gatemen, better food in the commissaries (it couldn't be worse) and a closer affiliation between workers and relatives. I believe the picture costs can be cut down by a very simple procedure when a company is shooting a picture. If the proper cooperation existed between all the studios, each studio could have the cameraman on that set to shoot scenes so that when the picture is released, so long as each company will want a picture like that anyway, there is no necessity for making additional scripts and employing extra directors.

I believe a closer watch should be kept on previews. In two separate instances last year, regular patrons of the theatre were admitted to the preview, and by voicing their opinion, so upset the studio employees that it was several days before they had calmed down enough to send in complimentary preview cards to themselves.

The salary situation is one that requires immediate attention. There must be a slash. Hundreds of thousands of dollars are wasted annually by paying of excess salaries to people in the studios. I suggest a 10 percent cut for stenographers, telephone operators, and manicurists, and a 15 percent cut for electricians, truck drivers and messenger boys. The amount thus saved should be ample to provide each studio with two extra supervisors and one home in Malibu.

The writers should not be paid a salary, nor should they be given a royalty. At a conference between the Writers' Club and representatives of the Santa Fe Railroad (eastbound) it was decided that the proper way to remunerate a writer was to send him a signed check each week and permit him to fill it out for whatever his or her needs might be for that week. This would save hundreds of thousands of dollars every year because, by the end of the second week, the studios would be out of business and if racing does come back to California they will have to have some place to keep the horses.

The situation of the exchange men in the field demands immediate attention. An investigating committee composed of three men, Mr. J. W. Watson, S.C. (Second Cousin), Mr. F. W. Phillips, B.I.L. (Brother-in-Law), and Mr. George W. Sam, G.W.S. (Goes with Sister) have figured out that on a bid of 350 spades with a small meld (correction, that was a night session)—have figured out that 100 percent of the branch managers would be more contented if they were in Los Angeles. It then becomes obvious that the branch manager in Des Moines cannot give his best efforts if his heart and soul are in Los Angeles, so the committee decided that all the branches should be in Los Angeles. This will save a lot of money for the studio. For instance, if a transfer is to be made of the Buffalo manager to the St. Louis branch, a fortune would be saved because the man would just have to go next door and he would be there.

Our next problem is exhibitions. The main trouble with the exhibitor is, firstly, that he is neglecting the children. If pictures like Ibsen's "Doll's House" and other kid subjects, were run, a sure profit would ensue. Another thing, many of the exhibitors are devoting too much time to exploiting their features and neglecting their popcorn machines. The smarter exhibitors are installing popcorn and apple machines instead of seats, and running the pictures in the lobby.

I believe that Hollywood should elect one man to reign over all of the picture studios and that man should be the first man who voices an optimistic outlook for 1931.

A terrific waste of effort and energy could be corrected by the changing of the present contract with option plan. It is a known fact that writers and executives worry for the six months previous to their options coming up. A splendid plan to eliminate this would be the setting of a six months time bomb in the employee's home. If, at the end of the six months, they decide that the man's services were valuable, it would be but a simple matter to step up to the house and remove the fuse from the bomb; otherwise, they could let the bomb explode and thus save a valuable man from going to some other studio.

The silent pictures should come back, if for no reason other than sentiment. When one thinks of the dust-covered, creaking files of the title writers, the threatened cancellations which are being received by College Humor every day, it occurs to the writer that the silent pictures should come back.

Just synchronize enough to laugh at most of this.

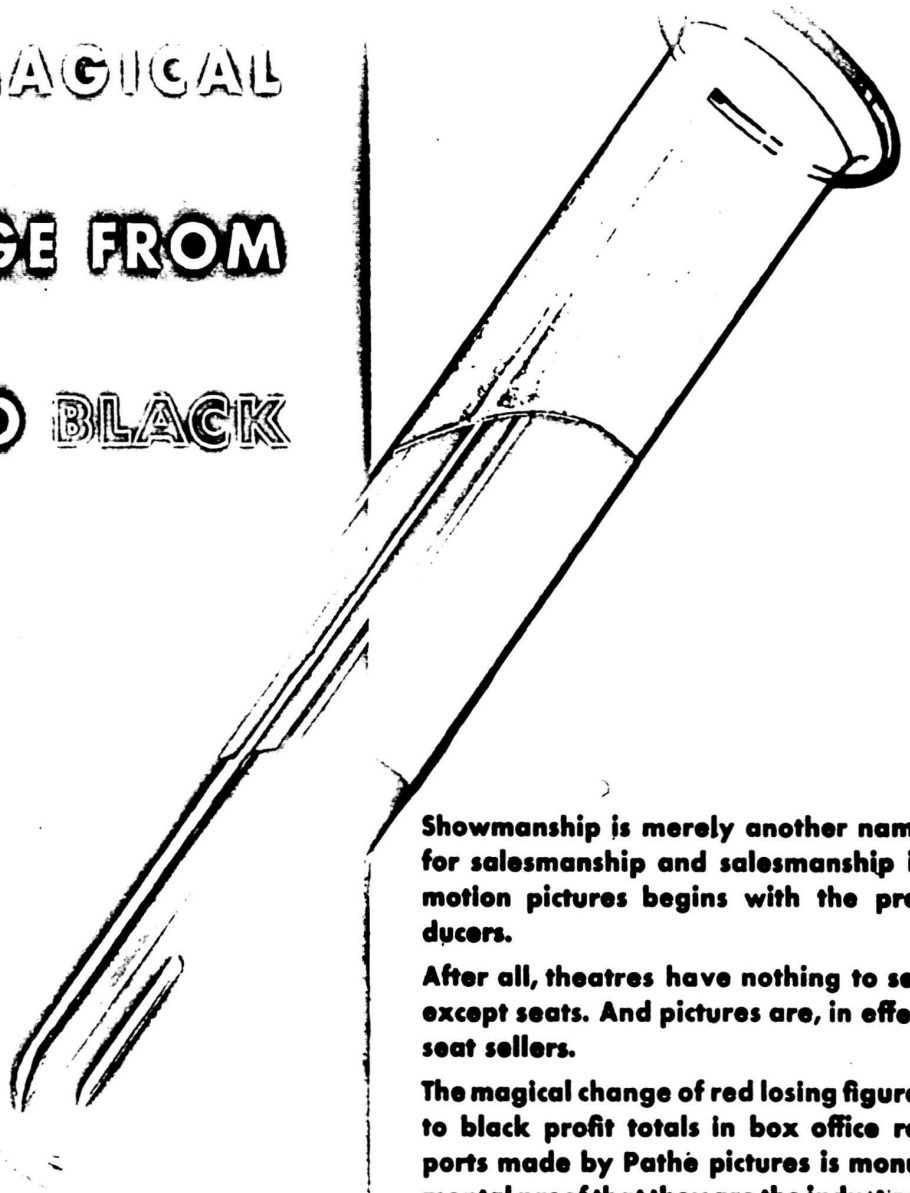
(*Mr. Boasberg is no longer with the Hollywood Reporter.*)

May Your Christmas Be A
Merry One
and
The New Year Prosperous

J. Grubb Alexander

WARNER BROS. VITAPHONE PRODUCTIONS

THE MAGICAL CHANGE FROM TO BLACK



Showmanship is merely another name for salesmanship and salesmanship in motion pictures begins with the producers.

After all, theatres have nothing to sell except seats. And pictures are, in effect seat sellers.

The magical change of red losing figures to black profit totals in box office reports made by Pathé pictures is monumental proof that they are the industry's greatest seat sellers.

In "HOLIDAY", "HER MAN", "BIG MONEY" and "SIN TAKES A HOLIDAY" is the showmanship that means salesmanship which makes a magical change from red to black.

Bring back "HOLIDAY" and "HER MAN" for a return engagement and watch them make this magical change a second time—They'll repeat in a big way.

PATHE

The House of Hits

December 22, 1930 The Hollywood REPORTER

SEASON'S GREETINGS

Charles Kenyon

Screen Play and Dialogue

"OFFICE WIFE"
"RIVER'S END"
"MILLIE"
"EX-MISTRESS"
"PARTY HUSBAND"

Greetings to the New Year

Nat C. Goldstone

Season's Greetings

from

Anne Caldwell

W. RAY JOHNSTON

President

SYNDICATE PICTURES

SIXTEEN SENSATIONAL WESTERNS

FEATURING

TOM TYLER BOB CUSTER

BILL CODY BUFFALO BILL, JR. CHARLES DE LANEY

ROBERT FRASER *and Other Favorites*

Produced by

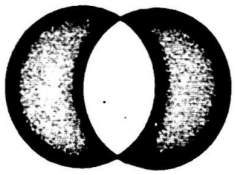
Harry Webb Productions G. A. Durlam Productions

Distributed by

SYNDICATE PICTURES CORPORATION

W. RAY JOHNSTON, *President* TREM CARR, *Vice-President*

December 22, 1930 The Hollywood REPORTER



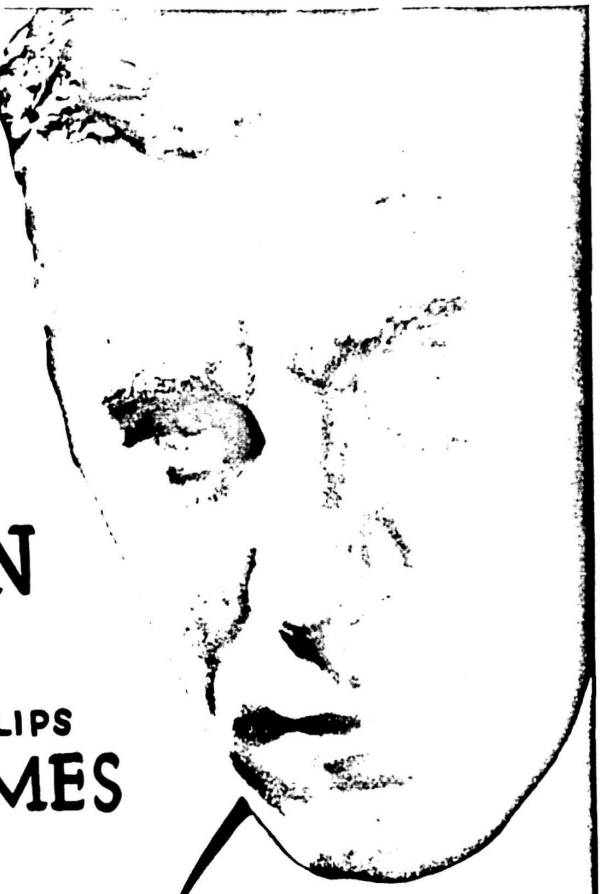
SEASON'S GREETINGS

Sidney Olcott

Hollywood Athletic Club

B.O. MAGIC in the letter H

A great stage play is re-created as a tremendous screen drama



WALTER HUSTON

PHILLIPS HOLMES

HOWARD HAWKS

A positive guaranty of capacity business

The CRIMINAL CODE

From the play by Martin Flavin

with CONSTANCE CUMMINGS AND A MAGNIFICENT CAST

A soul-gripping drama of conflict between love, honor and duty, impelling in its stark realism

A Columbia Picture

December 22, 1930 The Hollywood REPORTER

Holiday Greetings

Mel Brown

DIRECTOR

RADIO PICTURES

Robert North

PRODUCED FOR

First National Vitaphone Productions

1930

"Kiss Me Again"
"Misbelieving Ladies"
"Father's Son"
"Hot Heiress"

Mr. Richard Barthelmess in
"THE DAWN PATROL"
Mr. Otis Skinner in
"KISMET"
Miss Ann Harding in
"GIRL OF THE GOLDEN WEST"
"MOTHERS' CRY"

December 22, 1930 The Hollywood REPORTER

HAROLD B. FRANKLIN

Personal Element Great Essential In Theatre Management

Houses Should Be Run By Men On Spot and Not From Distant Home Office

By Harold B. Franklin

Much has been said recently about the shortcomings of chain operation and, while there is much to find fault with in the management methods of many of our more important chains, yet it is my humble opinion that much of the criticism is unwarranted. In common with general business, chain operation is not showing up as well today as it has in recent years.

The contrast between the unbridled prosperous era that talking pictures brought to the motion picture theatre is marked indeed when compared to present day conditions. However, the chain store system is not necessarily condemned when commercial organizations like Woolworth's, Sears Roebuck's and many others' sales fall off in sympathy with economic conditions.

As a matter of fact, theatre operation has shown up more favorably than most other industries during these trying times. Whatever is wrong with chain operation is in the method of operation rather than the institution itself. In a business that depends to so great an extent on the human equation, it is important to preserve the personal element to the fullest extent. In order to get results, managers must be given free sway to exercise initiative and not to be made to feel that they are merely puppets.

Local Man Responsible

Whatever success I may have attained in conducting chain operation, in no small measure can be traced to the recognition of this principle. I have insisted that home office executives be allowed to conduct and be fully responsible for their departments without interference. In a similar manner division managers in the field were given the fullest scope of authority, to the end that they gave theatres under their direction an effort that could only come with full responsibility; but in turn I insisted that division managers permit local operation to be handled entirely by the theatre managers. My theory is that if a man holds an important position he should be allowed to function.

Responsibilities gravitate to the shoulders of those who can bear them.

With this system, we built up an organization of resourceful men who had courage and who were given an opportunity to express themselves. In a business as creative as this, such a breed of men is essential to successful chain theatre operation, and it is this principle that many executives have overlooked. While standardization may be a good thing in many respects, it cannot be applied to theatre operation where it interferes with local conditions.

Personality Counts

As a matter of fact, it's the personality and individuality of each theatre which frequently reflects results at the box office, and the reason for this personality and individuality is the man who runs it. I have prided myself that in Los Angeles, in my most recent operation, Fox West Coast Theatres, we were able to retain a separate individual personality in each of our more important theatres. The Grauman Chinese Theatre, for example, is an operation entirely apart from the Carthay Circle, and the distinguishing characteristics show a marked difference between the Criterion, Loew's State and the Fox Wilshire theatres.

Of course, some of our hard-headed business executives may say that this is sentimental bosh and tommyrot, yet the result in the final analysis is definite proof that recognition of this principle pays good dividends. The Fox West Coast Theatres, operating from the coast as far East as Illinois and along the coast from Mexico to Canada, was probably one of the very few circuits that showed a profit each and every week during the year 1930, and it was common knowledge that this condition was the exception rather than the rule.

Massed Buying Wise

There are many economic advantages to chain operation. There can be no question that massed buying eliminates waste when honestly applied. The directional suggestions of a well-organized and efficient advertising department have been, and can continue to be, a potent influence in establishing higher standards in advertising. The establishment of service standards has done, and can do, much to make the motion picture theatre truly hospitable. The technical direction by experts in connection with the mechanics of theatre operation has done, and can do, much to bring efficiency in this respect. In the application of all these principles, however, must be a flexibility to meet the local condition.

The home office organization of a chain operation must be so organized that it is an aid to local operation and not necessarily a directing force, because theatres cannot be run from desks and the quicker some chain executives find this out the better it will be for themselves, their organization and the industry in general. The type of operation that is very successful on Broadway, New York City, is not applicable to other large cities, and, most assuredly, cannot be applied in smaller communities.

Part of the Community

No one can recognize the requirements of a theatre unless it is given first hand study and analysis, and no one is capable of doing this as well as the man who is responsible for its operation. Men who are capable and who are allowed to function, absorb the community requirements, become part of its life, and build for themselves and their theatre a good-will that spells success. With sympathetic guidance from experienced and intelligent executives, such management must get the most out of any local condition.

There are no organization secrets in this type of operation. Managers know what everything costs and are allowed to criticise home office suggestions. Where buying can be done locally more profitably or more advantageously, then buying should be done locally. Managers are encouraged not alone to make suggestions, but to make criticisms of home office officials or methods. In this way we build a co-operative effort that develops confidence between the men in the field and the home office, all of which means a genuine morale that can meet any condition.

Season's Greetings

Venturini

GREETINGS FOR THE
NEW YEAR

Robert Lord

SUPERVISOR

FIRST NATIONAL - VITAPHONE
PRODUCTIONS

"GLUCK" FOR THE
NEW YEAR

William Beaudine

METRO - GOLDWYN - MAYER

HOLIDAY
GREETINGS

Henry's

6321 HOLLYWOOD BOULEVARD

PHONE GLADSTONE 3152

START THE NEW YEAR RIGHT
Offer Your Patrons a New Year's Greeting
TWO STYLES
DeLuxe $10.00 Junior $5.00
(In Sound in Film Only)
New Year Midnight Show Leader
(Sound in Film) $3.50

National screen service

1922 South Vermont Ave Los Angeles, Calif.

Mike and Ike, They Write Alike

WILLIAM SLAVENS McNUTT

GROVER JONES

Still Together!

PARAMOUNT PUBLIX

CHRISTMAS GREETINGS

from

John G. Blystone

Directed

Will Rogers in "So This Is London"

and "Tol'able David"

10 YEARS OF INDEPENDENT PRODUCTION DECEMBER, 1920 TO DECEMBER, 1930

Ten years without cessation I have maintained an establishment against the tremendous natural odds of this business and some unnatural ones.

For three years in succession, every picture we made was included in the fifty-two best of each year selected by the exhibitors in the list published in the Motion Picture News.

From the time I resigned as Assistant General Manager of the Department of Distribution of Paramount Pictures, after six years, from Advertising Manager of Paramount on up, I have produced pictures for nearly every big company in the business today, and many small ones, for that matter.

Ten years of production background, ending when I finish the two series of comedies now in production, secured at my own expense, may be a record in this business.

If whatever degree of practical idealism, imagination, experience and talent I may possess can be of use to any worthwhile undertaking in this business, I would like to hear from them.

C. C. BURR

5360 MELROSE AVENUE

GRanite 2682

December 22, 1930 The Hollywood REPORTER

Stalking Supervisors In Moronian Jungles

Intrepid Explorer Tracks Rare Specimen of Cinematic Non-Laboro To His Lair and Liasons

By ARTHUR CAESAR

We had just bagged our last song writer, whom we treked to his habitat. So busy was he munching on lost octaves and forsaken lyrics that he failed to hear the approaching of our outfit.

No sooner had the 'Mammy Gazelle" (specie Yelson—see Harry Cohen on "Wild Cheats of the Forest") been properly dressed, the option lead drawn and its carcass iced (the song writer is a hot bird), we tagged it for shipment to Abbott Goldberg, head of the Division for Migratory Bird Life, at the Friars.

We then began to think of the ease with which we would take life and comfort, when we finally made camp at Olsons (a spot little frequented by any but the most intrepid of adventures—(see Sover Charge by George Olson, chapter on Notre Dame versus U.S.C. Night).

Hunt for a Non-Laboro

We were soon to hear, however, that there was to be no respite from our duties. As Captain Markowitz, soldier and wit, so naively and humorously put it, there was no rest for the wicked. We were in receipt of a cable from the Bureau of Anthropological Research for the Mayer Foundation that they were anxious to obtain a specimen of the non-laboros or Supervisor.

This would not have caused us the slightest agitation, had they not carefully designated that they desired the Supervisor taken alive and in the environment in which he keeps himself busy and at work.

There was no end of discussion among us that night, as we sat at our camp, at Olsons. It was Markowitz who stated that he had never seen a Supervisor at work, but had in his travels found many a dead one. "Quite right," echoed Sir Walter, "quite right." Very few Supervisors live longer than their early cuts (mysterious procedure practiced in the colonies of Mononia). In fact, I know of only one who lived through his first rushes (rushes—a group of mistakes shot during daylight and buried at night. See Zanuck on Hunting With Bow and Arrow).

Partial to Soft Spots

Dawn found us still undecided. It was my suggestion that we make some effort to steady ourselves and agree on some way in which we could pursue and capture a Supervisor at work.

If you are familiar with the ways and manners (for want of a better word) of the genus Supervisor, you perhaps know that a Supervisor lives on options and migrates every six months, being usually found in soft spots.

We made inquiries of the older natives who, we thought, might be most likely to have come upon a live Supervisor or, if not alive, at least, at work. After many inquiries we discovered a fellow who said he had a brother-in-law who knew a man who saw a Supervisor at work. We immediately ran down this trail and found it to be one of those gross exaggerations so familiar to the traveler in Moronia.

We soon learned that we could not trust the natives. It seems they had developed a curious nodding acquaintance with the truth, which kept their heads swaying to and fro, and what we interpreted as an affirmative answer was merely the slow pivoting of the cranium, which unlike other peoples, was attached to the stomach instead of the spine.

New Tribe Discovered

However, after many weeks of laborious search we came upon a tribe which called themselves the "Foxites," and from the description given us by Colonel Ishkowitz, the expedition's anthropologist, we soon learned that they belonged to the tribe of the Wurtzels, an animal closely related to the Supervisor, but of greater strength.

We collected our wagons and equipment and treked across country until we found imbedded in the soft earth, footprints that we believed could not belong to any other animal but the Supervisor.

We were soon to be convinced, for in the distance we caught sight of an animal, a bag slung over his shoulders, from whose lips there came a sound which resembled the call which we have learned to associate with the Supervisor.

Here we thought was the rare specimen of the working Supervisor. We were delighted. We soon found that we were doomed to disappointment, for what we supposed was a bag of tools were not tools at all—they were not even resting on his back, but on the shoulders of a small animal who seemed to be carrying the Supervisor's immense burden.

Game Seeks Cover

Ishkowitz was for shooting him immediately, but I prevailed upon him to put off the shooting until we had followed him to his habitat.

This we did. We found he inhabited a cave not far from where we had first met up with him. Here we took up our places, waiting for him to commence whatever mysterious activities a Supervisor performs when at work.

We observed that he took his seat on his option, leaned back very comfortably, closed his eyes and almost mechanically pushed a button. This ushered in two pale animals, whom he greeted with a terrific growl, which made them run from the room.

They had hardly gone when he arose, pulled down the blinds and pushed another button and waited. Ishkowitz whispered "that it was the undeniable characteristic of the Supervisor preparing to go to work." (See Lew Cody on "Supervisors, their Sex Life, Loves and Labors).

It was not long before a creature approached who held in her hand a book and had in her eyes that look which comes into the orbits of the female of the species when engaged in thinking about a fur coat.

Trailed to His Lair

Ishkowitz, an authority on labor among the lower animals, took his position at the keyhole and noted the activities of the Supervisor.

It seems a Supervisor at work wastes no time. He approaches the subject immediately and in a very efficient manner. I quote from Ishkowitz's book — "The History of a Rare Specimen—the Supervisor."

"The Supervisor works very rarely, if at all. It is a mistake, however, to assume that he cannot or will not work. Given the proper environment, that is, an option and an interesting subject, the Supervisor will make more progress than any other animal. Secrecy and seclusion best suits the activities of this strangest of all strange animals."

NOTE — Those interested in our specimen will find him adequately mounted and stuffed at the Wurtzel Museum for Fallen Options.

ARTHUR CAESAR

ALBERT DE MOND

Associate Producer

UNIVERSAL

"Little Accident"
"See America Thirst"
"Cohens and Kellys in Africa"
"Many a Slip"

CHRISTMAS
GREETINGS

John Murray Anderson

DIRECTOR

"THE KING OF JAZZ"

In Preparation

A Universal Super Feature

Produced by CARL LAEMMLE, JR.

The Hollywood REPORTER December 22, 1930

To The Members of the Profession

We Wish You A
Merry Christmas and
A Happy New Year.

The Standard Casting Directory

Suite 616 Taft Building, Hollywood, California

Greetings

The Hollywood Reporter, its staff and everyone connectd with the publication, extends to the entire motion picture industry their sincere Christmas Greetings and best wishes for a Happy New Year.

We wish to thank all those who were so kind as to contribute stories for this issue and to voice our deep appreciation to those who have seen fit to use its advertising pages for their messages.

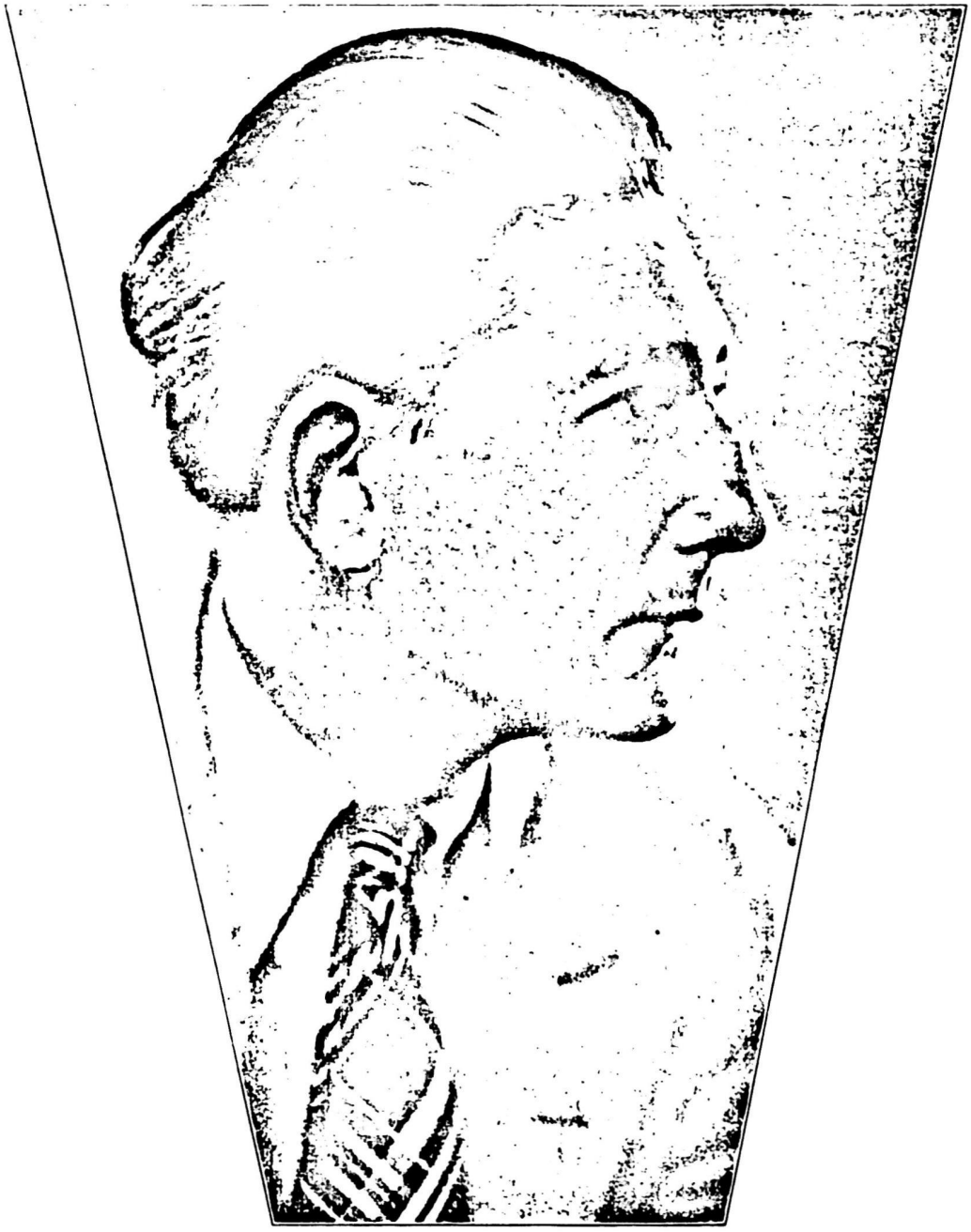
We are thankful to all those who have contributed to the support of the paper since its inception on September 3, and wish to assure our readers that we will continue to do everything humanly and possible to serve them with all the news while it is news.

W. R. WILKERSON,
Editor and Publisher.

Volume II, Number 32 **Monday, December 22, 1930**

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

The Hollywood REPORTER December 22, 1930



TO
WHOM
IT MAY CONCERN
JOHN DECKER
SENDS HIS WISH FOR A
MERRY XMAS & HAPPY NEW YEAR

The Hollywood REPORTER December 22, 1930

HOLIDAY GREETINGS

Wesley Ruggles

Just Finished
"CIMARRON"
For Radio Pictures

Ernest B. Schoedsack

Producer-Director of

"Rango"

for Paramount

COMING SOON TO SCREENS OF WORLD'S GREATEST THEATRES

'CIMARRON'

with

Richard Dix, Irene Dunne

32 other Principals and a
Cast of Thousands

and

Herbert Brenon's

'BEAU IDEAL'

(Sequel to "Beau Geste")

With Loretta Young, Ralph Forbes
Irene Rich, Lester Vail

RADIO'S COLOSSAL YULETIDE GIFTS TO ALL HUMANITY

CHRISTMAS GREETINGS
To the
INDUSTRY
From

Frank Dolan
Now Writing at
PATHE

THE LOWDOWN

It's a great comfort to a certain director—the one who made "Little Caesar" — to learn that First National's trade-paper advertising guarantees this picture to be a greater box-office draw than "The Doorway to Hell." This director is feeling good these days, having just finished "Gentleman's Fate," with Jack Gilbert, Louis Wolheim, Marie Prevost, Anita Page, Leila Hyams, and a swell cast, over at M-G-M. The Culver City gang say this picture will put Jack over bigger than ever.

This director, one of the youngest in the biz, has a slew of pictures to his credit—all B. O. Successes: "Top Speed," "Too Young to Marry," "Numbered Men," "Broadway Babies," "Oh Kay," "Harold Teen," "Little Johnny Jones," etc.

He's starting the New Year on a picture written by Kalmar and Ruby. First National is putting a wad of dough in this one; but Jack and Daryl, Hal and Graham, the Burbank quartette, aren't worrying a bit.

This little feller — he's a good six feet tall when he stands on a grand piano. Seven pictures in 1930—all making money.

The first reader guessing said young man's name—

KEEP IT QUIET

Adv

SEASON'S GREETINGS

NORMAN TAUROG
DIRECTOR
PARAMOUNT-PUBLIX

Completed
"FOLLOW THE LEADER"
In Production
"FINN AND HATTIE ABROAD"

Holiday
Greetings

Gary Cooper
in
"Morocco"

PARAMOUNT

Season's Greetings

Stuart Erwin

The Hollywood REPORTER
December 22, 1930

WHAT THE PREVIEW CRITICS SAY ABOUT NED MANN'S NOVELTY SHORT SUBJECT IDEA

HOLLYWOOD PREVIEWS

By GLADYS LONG

HOLLYWOOD, CAL.

THERE is one thing about Hollywood, and that is, people connected with picture industry are not afraid to venture into realms of the unknown. "The Rogue Song" proves that. And as long as they continue to do so there is hope for film entertainment.

Once in a while we are glad to report that a certain cameraman has stepped into directorial shoes, or a script girl gets a break writing scenarios. Last night we previewed a two reel comedy opus made completely by trick photography and mechanics, the brain child of a man who for several years has been making miniature sets for big pictures. His efforts are worthy and open up an untried roadway. It is a sample of what we may later see done on a very large scale.

Ned Herbert Mann conceived the idea of putting robots to work—he calls his series (so you see there will be more of them) radio robots. The first is "The Sheriff." Ned Mann is seen and heard announcing a radio number. On his desk in front of him is a little figure sitting at a toy piano. Yet the song and accompaniment are the real adult thing. It's the synchronization that counts in this type of work, and that little robot not only keeps time with his foot, but he raises one eyebrow when necessary and also gives his little military moustache a flick in the right place.

After his number is finished, the sheriff and his horse enter the room. Ned lets them in and you see that both man and beast do not reach as high as the young man's knees. He picks them up and puts them on the desk beside the piano player. The sheriff sings a duet with the horse—very funny. Then the horse does a tap dance—eats the flowers in a nearby bowl—gets the bowl over his head and is trying to get it off, cracks the piano player over the head. You see that [illegible] sprout wings and soar into the heavens, accompanied by sweet twitterings of birds.

The picture ends with the sheriff and his nag jogging along the roadway, singing another duet, while in the background the millions of city lights twinkle like stars. Of course these radio robots are going to have a lot of time spent on them, and, as has been the case of motion pictures in general, the day will no doubt come when Mr. Mann himself will look back and laugh at his first effort. But it's good and [illegible] different.

Toronto Daily News

HERE IS SOME FOOD FOR THOUGHT!

By ED O'MALLEY

Now you guys, Laurel and Hardy, Clark and McCullough, and Moran and Mack, just huddle around us intimately, and let's hear what you have to shoot through your tonsils about those Radio Robots evolved by Ned Herbert Mann. Now, don't get miffed, me lads, for there is a lot of meat in the little parley we're going to swing on you. Mr. Robot, at present, is in a comparatively elemental stage of development, but, boys, from what we saw of him the other night at the Beverly Theatre, it looks very much, under the surety of constructive improvement, that it won't be many moons before he steals your thunder!

Do you get me? Mr. Robot is sure to invade the comedy field in his swaddling clothes; therefore the straight-part troupers need have little fear of Roby, old boy, encroaching on their domains. But hearken, Master Clark—will you please step aside for a moment and listen to our gurgle? How would you like to stroll into any old picture show, in the cool of the evening, and see a bozo on the screen that immediately made you think you were gazing into a mirror? Then, suddenly, you would glimpse this same old bozo twirling around one of your famous Wheeling stogies in all the comical quirks and gestures that have made you the comedian par excellence of the talkies.

Even his voice and facial expressions would be those of a Clark II. You would swear black and blue that you were looking at, and hearing, yourself in the talkies. Well—here's the racket in a nutshell. It won't be long before Mr. Robot, through the manipulations of a mechanical genius, can be brought to realize the foregoing picture we have painted for you. Then, Mr. Clark, instead of a comedy producer handing you out 7,500 bucks salary every week, he will have Master Robot at his side, ready to do his back and call-ing by simply turning a hand crank.

We saw a screen talkie exhibition in Detroit in 1908 and predicted that some day it was sure to revolutionize the movie picture industry. At that time the lip synchronizing was rather faulty. As for the Radio Robots—their possibilities are egregious—so, Mr. Clark (and your yoke fellows), have a care, have a care! But to Mann's exhibition at the Beverly Theatre last Monday night. His Radio Robots gave "The Sheriff," graphically hit off by Si Perkins. Si was always accompanied by his talking horse, Andy Brice. The two go to arrest some flip song writer but the melody bird sings his way out of a trip to the hoosegow by carolling "At the End of the Long, Long Trail," which is the sheriff's favorite tune. Si's bucolic stunts and his drawling talk and homely cracks were diverting in the extreme.

NOVEL DEVICE INVENTION USES SYNCHRONIZED DUMMY FIGURES

Out of the spare time experimentations of Ned Mann, trick camera shot expert, and William Cameron Menzies, artistic set designer at U. A., comes a new and revolutionary idea, which may result in bringing to the screen a synchronized color version of "Alice in Wonderland."

The idea of doing Lewis Carrol's world famous fantastic masterpiece on the screen has flitted through the minds of imaginative showmen since "Peter Pan" and "The Lost World" made their sensational successes.

The new invention may make this possible on a scale never dreamed of with the silent picture, and not even possible to the present sound and color films.

The whole thing started as a short-subject stunt, growing out of some trick ideas conceived by Mann while working on many United Artists productions.

Briefly, the basis of the Mann-Menzies idea, which has already assumed eminently practical form, is as follows:

1—A semi-plastic material, similar to rubber, has been devised, capable of being molded into replicas of anything from an exact duplicate of Doug Fairbanks or Mary Pickford to authentic simulations of the "Jabberwocky" and "Tweedle Brothers."

2—A complete and anatomically correct type of skeleton upon which this composition can be molded, so as to carry out any physical actions of the above-mentioned actual and mythical personages.

3—A device has been perfected by the pair by which it is possible to perfectly synchronize with sound, talk and music, the actions of the animated figures. (This device was thoroughly protected by patent two years ago, it is learned, while Mann has additional patents on several other similar ideas, just approved at Washington this week.)

Los Angeles Express

Griffith Spends Thousand Dollars For Camera Shot

D. W. Griffith is by no means a spendthrift, yet he insists that one of the most economical expenditures made on "The Love Song" was giving Ned Mann a $1000 for a single scene.

Mann, who is an "effects director"; otherwise known as a trick cameraman, worked 18 solid hours and ran his film through a special camera 36 times to make a sequence 75 feet in length. The result is a startling piece of camera work that will rival the close-up, the flash-back and soft-focus photography—all Griffith discoveries.

The cost of the sequence, including salaries of stars, electrical current and rental on "properties" was in excess of $18,000.

Los Angeles Herald

"RADIO ROBOTS"

Carroll-Dunning Production.
Directed by Ned Herman Mann.
Cinephone Recording.
Independent release.

Critical Analysis:

This is a novelty short made with puppets assisted by sound effects, the execution and direction by Ned Mann with sound by Cinephone.

In this day of novelty reels this should meet with favor as it is well done with painstaking care. Audience at Filmart Theatre liked it immensely Tuesday night, and if that means anything the picture should get recognition. It entertained this reviewer.

The producers contemplate this as one of a series providing suitable marketing arrangements can be made, for the production of this type short entails considerable time and work, for it is accomplished by miniatures, trick photography and stop camera effects, plus careful timing. Animals, puppet characters and one actor is used and the results are worthy, supplying many chuckles of clean fun.

Box Office Angle:

A good program filler that is entertaining, clever in theme and bound to please most audiences seeking novelty. Sound recording and effects up to standard.

—D. P. H.

Film Mercury

"Radio Robots" Clever Single-Reel Novelty

"RADIO ROBOTS"
Created and Directed by Ned Mann
Produced by Carroll Dunning
Independent Release

Here is an excellent single-reel novelty, made minus actors or cartooning. Ned Mann, listed as director, uses miniature settings, trick photography and puppets, with the addition of sound effects and dialog, and little men, women and animals "talk" and play instruments.

A miniature man plays a piano, while a horse sings, and, to show the contrast in size, an actor appears in a few scenes. The miniature players walk between his legs, following all over the place, strumming on instruments or making a racket[?].

It is evident that a great deal of time was spent making this short, for stop camera work and process shots were necessary to achieve the effects shown on the screen. A feature is the perfect synchronization.

The picture finishes with a beautiful matte shot of Hollywood at night, with the miniature players singing in a mythical kingdom in the clouds. Below is Hollywood in all its glory and the lights of automobiles twinkling along the streets. The young folks will get a kick out of it, and the older ones wonder how it was done.

Hollywood Reporter

Radio Robots is a series of unusual shorts in sound that will be produced by NED MANN in 1931. Ned Mann will finish the miniature work on Columbia's special, "Dirigible," this month.

December 22, 1930 The Hollywood REPORTER

From „Squaw Man" To "Squaw Man"

The Changes Time Has Wrought Since the Picture Was First Produced In the Old Barn on the Lasky Lot

By CECIL B. DeMILLE

Scene from original production of "The Squaw Man." Dustin Farnum at right, Wimfred Kingston at left.

By an interesting coincidence, I will start in a few weeks more on a talking picture version of "The Squaw Man," the Edwin Milton Royle play.

It was just seventeen years ago, December 13, 1913, to be exact, that I began the making of the first, silent "Squaw Man" in an old barn, formerly used by the Stern Brothers, at the corner of Selma and Vine streets. The story has been told many times of how Jesse Lasky and I had to put our feet on our desks when the man who owned the barn, and used the other half, decided to wash his carriages!

It is not my intention, however, to plunge into historical reminiscence. I am concerned, rather, with the tremendous change which has taken place in the motion picture art since that time, in all of its branches.

When Mr. Lasky and I told friends in New York we were going to "take a flyer" in pictures, we were deluged with solemn warnings.

"Why," said one man, "what is the use of trying to make better pictures when the theatres are so small, dirty and ill-ventilated that decent people won't go to them?"

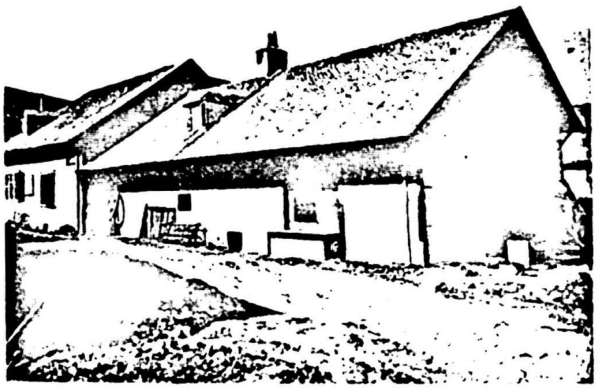
And in just seventeen years we have come from those tiny little storerooms, seating around two hundred people, to "Cathedrals of the motion picture," seating upwards of 6000 persons, costing millions of dollars to construct, and containing every possible adjunct of comfort and beauty.

There is one thing I think we can be very thankful for, and that is the delay which occurred before talking pictures came in.

Let me hasten to explain that I am a very definite advocate of talkies. I think they have advanced the artistic possibilities of the screen art tremendously, and that we have not even made a start into their potentialities.

But I am glad they came no earlier, for the time which elasped before their arrival made it possible for us to develop the splendid heights, the separate and distinct art of voiceless pantomine.

Had talkies been in existence at the very start of the film industry, I doubt if it would have achieved some of the heights it touched. For when silent pictures first came out they went into direct competition with a very active stage. There were stock companies in every city, and traveling troupes galore. Without dialog, picture directors and stars of those early days had to make their pictures good enough to survive this intense competition. Out of this necessity grew many of the devices used so advantageously in the building of our greatest silent pictures; i.e. the close-up, the fade-out, the dissolve, the cut-back, etc.

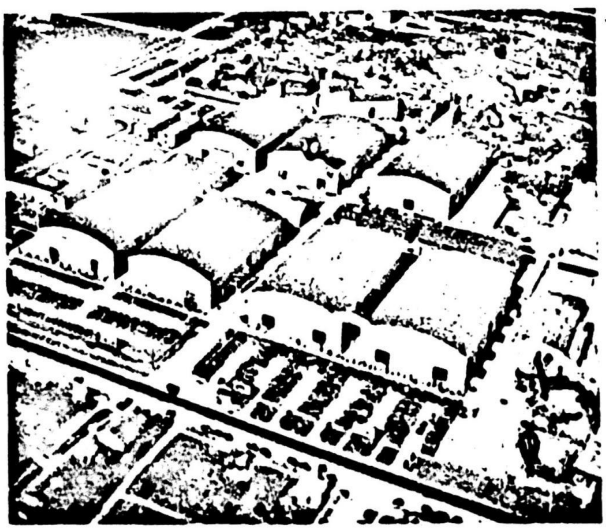


The first Hollywood studio—the Lasky barn, now a gymnasium on the Paramount lot.

As to my new "Squaw Man," it will be a very different picture than the first. It will talk, where the first was silent. It will have the advantage of the improvements in artificial lighting effects, where the original had only sunlight. It will be photographed on film many times more sensitive than the crude stock we bought in 1913. It will have entirely different people. The star of 1913, Dustin Farnum, is dead. The leading lady, Wimifred Kingston, is no longer on the screen. Theodore Roberts is dead.

But the new "Squaw Man" will have the advantage of all the new things that we had to go without in 1913. It will be aided by the enormous amount of technical knowledge we have gathered to ourselves in the years between.

In closing, let me say a word about "depressions." "From Squaw Man to Squaw Man" I have seen about four of the gloomy periods we are now undergoing. Out of them all I have gained just one central thought and that is, "depressions" are bad on bad pictures; but they never affect really good entertainments. In bad times people seek relaxation more energetically than in days of prosperity, but they "shop" more for their shows. You can't satisfy them with bunk. You must deliver the goods in entertainment, and if you do, good pictures have always broken records in even the worst of "panics."



The modern Hollywood studio—an airplane view of the First National lot at Burbank

The Hollywood REPORTER December 22, 1930

DARMOUR RELEASES THRU RADIO 1930-31

SIX LOUISE FAZENDAS

1. PURE AND SIMPLE
2. A FALL TO ARMS
3. TOO HOT TO HANDLE
4. THE ITCHING HOUR
5. SECOND HAND KISSES
6. BLONDES PREFER BONDS

SIX DANE - ARTHURS

1. MEN WITHOUT SKIRTS
2. BROKEN WEDDING BELLS
3. KNIGHTS BEFORE XMAS.
4. DIZZY DATES
5. DUMBELLS IN DERBIES
6. LIME JUICE NIGHTS

EIGHT MICKEY McGUIRES

1. MICKEY'S MUSKETEERS
2. MICKEY'S BARGAIN
3. MICKEY'S STAMPEDED
4. MICKEY'S CRUSADERS
5. MICKEY'S REBELLION
6. MICKEY'S DIPLOMACY
7. MICKEY'S WILD CATS
8. MICKEY'S THRILL HUNTERS

YOUR MARQUEE NEEDS--- STAR NAMES FOR THE COMEDY SHORT AS WELL AS FOR THE FEATURE

HERE IS A GROUP OF BOX OFFICE MIRTH-MAKERS FOR THE MAZDA ROWS . . . .

LOUISE FAZENDA

KARL DANE- GEO K. ARTHUR

MICKEY (Himself) McGUIRE

APPEARING REGULARLY IN RADIO'S GLITTERING SHORT PROGRAM . . . .

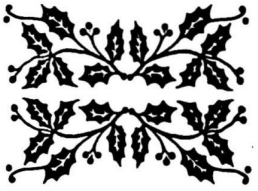
LARRY DARMOUR PRODUCTIONS

FOR

STANDARD CINEMA CORP.

The Hollywood REPORTER
December 22, 1930

Wishing the Profession A Joyous Yuletide and A Prosperous 1931



GENERAL DIRECTORY

December 22, 1930 The Hollywood REPORTER

Season's Greetings
from

Harry Tierney

RADIO PICTURES

Merry Christmas
and
Happy New Year

to
My Friend
Bill Wilkerson

Harry Green

Greetings

Helen Twelvetrees

Holiday Greetings

LOUIS SARECKY

WE WISH TO ANNOUNCE that in addition to the Dunning Process patents controlled and operated by us, we have acquired an exclusive license to all "Transparency" patents owned by PARAMOUNT-PUBLIX CORP. and ROY J. POMEROY.

A few current releases containing Dunning Shots

"WHAT A WIDOW"—Gloria Swanson
"ON THE LEVEL"—Fox
"SOUP TO NUTS"—Fox
"HER MAN"—Pathe
"ROMANCE"—M-G-M
"HALF SHOT AT SUNRISE"—K-K-O
"WOMEN EVERYWHERE"—Fox
"LEATHERNECKING"—R-K-O
"MADAME DUBARRY"—United Artists
"HOLIDAY"—Pathe
"THE LOTTERY BRIDE"—United Artists
"BORN RECKLESS"—Fox

DUNNING PROCESS COMPANY

"You Shoot Today—Screen Tomorrow"

Telephone GLadstone 3959

932 No. LaBrea Ave., Hollywood, Calif.

Webb-Douglas Productions

Present

"SWANEE RIVER"

with

Grant Withers, Thelma Todd, Philo McCullough and All Star Cast

Directed by Raymond Cannon

The First of a Series of Thrillodramas

for

SONO-ART-WORLD WIDE RELEASE

December 22, 1930 The Hollywood REPORTER

The Academy and Its Work

Co-operation activities will play an important part during the coming year in improving the technical quality of sound pictures, both as regards production and presentation according to Irving G. Thalberg, vice-president of Metro-Goldwyn-Mayer Corporation and chairman of the Producers-Technicians Committee of the Academy of Motion Picture Arts and Sciences.

Thalberg's statement voiced the significance of the program adopted for the coming year by the Academy in bringing about better co-operation between the numerous technical crafts of studio, theatre and exchange who handle the product.

Interest in Economies

It is understood that the present financial situation in the industry has greatly stimulated the interest of executives in the economies which can be effected by joint study and research on production and exhibition problems common to all, but not of competitive importance.

Investigations into the crackling of incandescent lamps and heat from incandescents are expected to be among the Academy activities of the near future. These investigations will continue the series which during the past year have been important in finding improved methods of taking the objectionable hum out of arc lights.

Film processing, particularly as it is affected by such new developments in noise reduction recording as were described by Electrical Research Products, Inc., at a recent meeting of the Academy Technicians Branch, is also expected to command the combined technical resources of the studios.

It is expected that by the first of the year every studio will have released or be about to release prints made up according to the standards worked out through the Academy.

Educational Campaign Going

An industry-wide technical co-ordination of studios, laboratories, theatre circuits, projectionists and service organizations has been created to support the standardizing work. An educational campaign is now under way designed to reach every projectionist and employee of the industry in any capacity who handles prints.

The technical program of the Academy will be centered for the coming year in the Technical Bureau and in the Producers and Technicians Branches. The 1930 membership of the joint committee from these two branches has just been announced. The committee includes: Irving G. Thalberg, Chairman; M. C. Levee, Sol Wurtzel, Henry Henigson, Fred W. Beetson, H. Keith Weeks, C. E. Sullivan, J. A. Ball, Carl Dreher, Kenneth F. Morgan, Fred E. Pelton, J. T. Reed, F. M. Sammis and Nugent H. Slaughter. Lester Cowan has been re-elected assistant secretary of the Academy, in which position he acts as manager of the Technical Bureau.

A NEW WRITING TEAM CLICKS!

EBBA HAVEZ

and

JAMES A. STARR

•

Now Writing An Original Air Comedy For
Howard Hughes

•

Recently Completed Screen Play and Dialogue on an Untitled
Buster Keaton Comedy for Metro-Goldwyn-Mayer

As A New Year's Present To The State Right Market

ROBERT J. HORNER

Presents

A Series of Six Western Action Pictures in 1931

The First

"WILDWEST WHOOPEE"

Starring

JACK PERRIN with JOSEPHINE HILL

Fred Church, Benny Corbett, George Chesboro and Others.

Now Playing To Satisfied Customers

"The Apache Kid's Escape"

Starring

Jack Perrin, with Fred Church, Fred Allen, Josephine Hill.

FAST ACTION PICTURES —
THRILLS — BOX OFFICE WOWS!
DIALOGUE — SOUND EFFECTS — MUSIC

POWERS CINEPHONE RECORDING

Some Territories Still Open

Write, Wire or Telephone

ROBERT J. HORNER
1056 N. Cahuenga Ave.
Los Angeles, California

GLadstone 5118

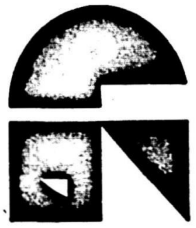
The Hollywood REPORTER December 22, 1930

Prosperity, Good Cheer To Everybody

EDWARD J. MONTAGNE
Scenario Editor
Paramount-Publix Corporation
West Coast Studios

The Hollywood REPORTER December 22, 1930

Thanks To The Gang Who Made "Reaching for the Moon"



RAY JUNE
WILLIAM CAMERON MENZIES
LLOYD NOSLER
ROBERT PLANCK
HAL KERN
LONNIE D'ORSA
OSCAR LAGERSTROM
DAVID COX
THEODORE REED
ALFRED NEWMANN
JULIA HERON
BERT SHIPMAN
LESTER WHITE
ALEC PHILLIPS

Holiday Greetings To All

EDMUND GOULDING

Emile de Récat

DIRECTOR

•

"The Big House"

Italian Version—M-G-M Studio

•

"THE GRAND PARADE"

Spanish Version—Pathe Studios

•

SEASON'S GREETINGS

•

Representatives
LICHTIG & ENGLANDER
HOLLY 1068

VARIETY KEYNOTE OF FILM SUCCESS

By B. P. SCHULBERG

Editor's Note: Mr. Schulberg, who is Managing Director of West Coast Production for Paramount Publix Corporation, is one of Hollywood's outstanding production executives. For more than ten years, he has been a successful producer, having been prepared for this work by several responsible positions in the picture industry since 1912, when Adolph Zuzor formed his Famous Players company.

Every year at this time, I am asked to discuss trends in screen entertainment; to predict the course of the industry during the coming year. Each time, I am forced to admit that I cannot. Each time, it becomes a deeper conviction with me that no man can make such predictions.

I read many opinions about trends. "This is the year of heavy drama." "The coming year will see a demand for post-war pictures." "Comedies no longer are in vogue." Such statements are frequently printed. I don't believe them. I don't believe that the exhibitors or the public ever want one particular kind of picture at any one time.

What the public does want is good pictures. The public wants to be entertained, thrilled, amused. It wants to be touched, emotionally. The picture that does this plays to packed houses, whether it is a type that is "in vogue" or not.

Furthermore, the public wants variety. The motion picture producer, I believe, is sometimes too prone to read the signs of public tastes. Too often he misinterprets public tastes. "The Covered Wagon" is a success. Therefore, assumes the producer all too often, the public wants westerns. "The Big Parade" does tremendous business, so the public wants war pictures.

I doubt if the public tires of any type of picture—providing the program is varied; providing that war pictures or other brands don't follow one another in quick succession.

Underworld stories are not box-office "poison." Nor are musicals. A good underworld picture will make money if properly booked into a theatre. The musical that is well staged, with important cast names and with good music, will succeed.

Variety will be Paramount's keynote during the coming year, just as it was during the past twelve months. We will leave no avenue unexplored in giving the public and the theatres novelty and variety.

I reiterate that there is no trend in motion picture entertainment. Emotional appeal, variety and the timeliness of subjects are the three elements that go to make our new type of modern talking picture.

A MERRIE CHRISTMAS AND HAPPY NEW YEAR TO ALL

FRED CHURCH

Featured Western Player

"The Fighting Kid"
"The Unknown Rider"
"South of Sonora"
"The Apache Kid's Escape"
"Wildwest Whoopee"
in 1930

Coming Releases in 1931

"Mad River"
"Fighting Americano" Etc.

DIRECTION DAVID KIRKLAND

FREE LANCING

2106 Fifth Avenue
Los Angeles
Telephone EMpire 7066

JACK PERRIN

Star of Western Pictures

"Jack Perrin is one of the best horsemen on the screen, is good looking, can act, and handles dialogue well."—Film Mercury.

"Phantom of the Desert," featuring Jack Perrin is excellent, and the kids will go wild over it."—Hollywood Reporter.

RELEASES: 1930
"The Apache Kid"
"Wildwest Whoopee"
"Last of Pawnees"
"Ridin' Law"
"Beyond the Rio Grande"
"Phantom of the Desert"
For Syndicate, Rayart, Big Four, Webb-Douglas, Etc.

A Merry Christmas and a Happy New Year to All

JACK PERRIN

and

JOSEPHINE HILL

December 22, 1930 The Hollywood REPORTER

Art Director's Principal Function Forces Him To Play Second Fiddle

By MAX REE

Art Director Radio Pictures

To me, as an art director, the motion picture screen is the most fascinating of all expressive mediums because it provides a fluidity and movement completely lacking in other forms.

The motion picture is an inspired, temperamental canvas which will not allow a man simply to be an artist, but compels him to be a caricaturist, an interior decorator, an inventor, a dramatist, a diplomat and, now, an acoustical expert.

It is the hardest task-master of all the art forms because, as far as an art director is concerned, his work can never supersede the actual drama and direction in importance. I say this seriously.

The principal function of an art director is, first, to supply a complementary background to the photoplay of the action, secondly, to assist the director in achieving the full beauty of his drama. Once his sets and decorations outrival the play, he has cheated his employers to satisfy his own artistic ego.

Audiences Demand Best

Motion picture audiences don't go to a theatre to see settings. They are attracted by the actors and the story, and, as the picture progresses, by the costumes and settings. These laws are very definite and once the art director learns them, he rightfully becomes one of the most important functionaries in motion picture production.

Above all, an art director must have a fundamental understanding of human character. He must design his settings so that disinterested persons—the audience—can tell at a glance just what sort of men and women are to occupy them. He must make sets that are recognizable for what they are supposed to be, yet he cannot always imitate sordid realities because audiences have a right to expect romance in their photoplays.

We must give them the best of everything without taking too much liberty. For instance, when we have need for a tenement structure, we build one that emphasizes the romantic side, because the real thing would be too drab and ugly for our picture purposes.

Models Save Thousands

There are times, naturally, when the good intentions of a director and art director conflict. Each has his special perspective, as each should. To reduce these differences of opinion, I recently inaugurated at the Radio Pictures studio a system of models to supplant the sketches formerly drawn for each change of setting.

This method enables a director, glancing through a camera aperture, to see exactly what his set will look like on the screen. The chief advantage of this system, however, is that it provides an audience reaction and a chance for correction before considerable money is expended on construction. This plan has saved the studio thousands of dollars per production.

I have been asked many times to state what in my opinion is an art director's most valuable asset. Traveling is, without much doubt. No man can be a faithful interpreter of life unless he has experienced life.

Personally, I would like to see everyone who has to do with the creative tasks of set-designing, set-dressing, costuming and properties, visit the locale of the stories he is helping to bring to the screen. Realism in these phases of production is difficult to achieve from a text-book.

"TOM SAWYER"

Directed by
JOHN CROMWELL

Greetings
To the
MUSIC PROFESSION—

ART SCHWARTZ
M. WITMARK and SONS

The Hollywood REPORTER December 22, 1930

Best Wishes

Josef von Sternberg

RAQUEL TORRES

HOBART HENLEY PRODUCTIONS

WARNER BROS.

MAX RÉE

RADIO PICTURES

MERRY XMAS and HAPPY NEW YEAR

TRICK PHOTOGRAPHY OPTICAL PRINTING
DUPES AND DISSOLVES

Ince Library

NEGATIVE STOCK SCENES

ROY PURDON

GLadstone 4709 861 Seward

SEASON'S GREETINGS

Wallace Fox

DIRECTING AT PATHE

SEASON'S GREETINGS from

EMILE CHAUTARD

"MOROCCO" . . . English
(The Colonel)
von Sternberg . . . Paramount

"THOSE THREE FRENCH GIRLS" . . . English
Harry Beaumont . . . M-G-M

"PETIT CAFE" . . . French
Maurice Chevalier . . . Ludwig Berger . . . Paramount

"QUEEN'S HUSBAND" . . . English
Lowell Sherman . . . R-K-O

"QUEEN'S HUSBAND" . . . French
(The King) . . . R-K-O

"THE BIG TRAIL"
FOX . . . Pierre Couderc . . Dialogue Director
Leon d' Usseau and Henri de la Falaise . . . Directors

Management

ARTHUR M. LANDAU, LTD.
AGENCY

GRanite 3125

Doris Anderson

Now Writing
for
M-G-M

Season's Greetings

Liberty Productions

◆

Greetings For 1931

James Seymour

Pathe Studios

PHIL RYAN

Producing a Series of
Two Reel Comedies for

PARAMOUNT-PUBLIX RELEASE

featuring

CHESTER CONKLIN

PAUL KOHNER

Supervisor
Foreign Production
Universal

"KING OF JAZZ" 19 Languages
"CAT CREEPS" (Spanish)
"EAST IS WEST" (Spanish)
"DRACULA" (Spanish)
"BOUDOIR DIPLOMAT" German Spanish
"RESURRECTION" French German Spanish

Now Preparing Next Season's Output

Best Wishes
from
Richard A. Whiting
and
Leo Robin

Hollywood Syndicate
EXTEND SEASON'S GREETINGS

•

Just Completed
"SHEER LUCK"
With Jobyna Ralston, Nick Stuart, Bobby Vernon
and an All-Star Cast

•

Directed by BRUCE MITCHELL
Story and Dialogue by BROWNIE MITCHELL
Photography by PAUL H. ALLEN

•

TEC-ART STUDIOS
Hollywood

HUMPHREY PEARSON'S
Latest Story
"TRAVELING HUSBANDS"
Will Go Into
Production at
RADIO PICTURES
Shortly

December 22, 1930 The Hollywood REPORTER

ADVERTISING

By Frank Whitbeck

Director of Publicity and Advertising for Fox West Coast

Are you posting paper during the winter months?

Let me give you the consensus of opinion of the Seattle Division as expressed by Robert Bender, the division manager, and the theatre managers in that territory:

Today there is little or no difference in the billboards prepared by the publicity departments of all production companies and available for theatre managers in the various exchanges. Because of this fact billboard advertising, as a steady week-after-week advertising medium, loses its greatest appeal.

The same type of paper . . . with the same time worn adjectives and advertising lines . . . posted on the same locations is fast losing its ticket selling possibilities. It is far better not to post paper as a steady advertising feature and reserve a part of this expenditure for one great, big, territory-covering smash for some particular attraction.

In using the latter plan you instantly call public attention to that paper . . . your appeal is new, different, novel—it hasn't been done before; at least not for some weeks . . . and the value of outdoor billing is increased one hundred percent.

Another thing . . .

Kill—for all time—the non-essential, non-ticket selling, unnecessary exploitation and worn threadbare exploitation gags.

By this I mean window cards, menu cards, signs on threes along the highway, small paper sniping, incidental window displays that are made up of a few stills and a card giving the name of the attraction and where it is playing, wordy, tiresome, meaningless radio announcements which merely give your attraction and theatre name, door hangers, milk bottle tops and the thousand - and - one methods of spending good money that never comes back to the box office.

Some weeks ago I said in 'The Dead Line' that the essentials of newspaper advertising for theatres had not changed in fifteen years while all around us . . . theatres, entertainment, everything connected with this business had improved. Floyd Maxwell, division manager for the Portland territory, doubted this. He went to the office of the Oregonian and dug into the files . . . and studied the theatre ads of those days . . . compared them with the ads of today, and Maxwell told me that the statement was correct . . . our advertising had not improved in proportion to the advance and progress in the business of entertainment.

How much money are you spending in newspapers that may be classified under neighborhood, sectarian, language, college, lodge, fraternity or, to use a very blunt word, 'tap?'

It is 99 9/10 duplication.

With darn few exceptions . . . the person who reads any medium coming under any of the above classifications . . . reads the local newspaper too . . . you are duplicating with your advertising money.

Keep away from 'tap' advertising from the solicitor, whether he be a professional space getter or some one from your own community who is selling advertising on sympathy in any medium other than the accepted and recognized newspaper in your community.

Let your organization headquarters take care of "good will" advertising. Most of the good will you need is in your own personality, your standing in your community and the entertainment on the screen in your theatre—together with the service you give your patrons.

Before you spend an advertising dollar, study the medium in which it is going, try to determine the possibility of its returning to your box office, and the chance of it bringing a few other dollars with it.

Advertising today is the life of American business, and the theatrical advertising budget—the dollars you spend—receive less attention than in any other industry.

Do you know what percentage of your gross is represented by advertising?

It might surprise you.

Season's Greetings

Lloyd Corrigan

Writer-Director

Paramount-Publix Corp.

Directed
"Follow Thru"
"Along Came Youth"

The Hollywood REPORTER
December 22, 1930

Holiday Greetings

John Boles

Louis Brock

Producer of
Two-Reel Comedies
for Radio Pictures

Season 1930-31
12 Out of 12 Successes

The Broadway Headliners

"The Golf Specialist"—W. C. Fields
"A Peep On the Deep"—Clark & McCullough
"Aunt's In The Pants"—Walter Catlett
"Trader Ginsburg"—Nat Carr
"Talking Turkey"—Benny Rubin
"High Class Hoboes"—Hugh Herbert, Roscoe Ates

Nick and Tony Series

"Society Goes Spaghetti"
"Razored In Old Kentucky"
"Moonlight and Monkey Business"
"Hey! Diddle Diddle"
"He Loved Her Not"
"The Wife O' Riley"

THANK YOU, MARIE!

"The greatest producer, the best director, the finest supervisor and the best cast – mean nothing if you have not got the story."—Marie Dressler.

ON BEHALF OF THE
METRO-GOLDWYN-MAYER
SCENARIO DEPARTMENT.

SAMUEL MARX,
Story Editor.

C. Jerome Horwin

Adaptation
"See America Thirst"
Universal

Dialogue by

MALCOLM STUART BOYLAN!

December 22, 1930 The Hollywood REPORTER

THE LOWDOWN

By Herman Mankiewicz

A certain director—D. —. G-i-f-t-s—— is reported about to go into production with a theme and particularly a title—B-r-h O. A-a-i-n—for which he is completely unequipped and which can not possibly be successful. When will exhibitors learn to feature the one-reel comedies?

Read the Hollywood Reporter for up-to-the-minute news and observations.

He is thirty-two years old and has directed fifty-six road shows in the last two years. He was the toast of China during his residence there, his affairs are notorious, he has sixteen millions dollars in cash in the bank, he is the author of two Pulitzer Prize Plays, he designed the Chrysler Building and he led Notre Dame to a national football championship three years ago. The Hollywood Reporter does'nt know his name and doubts that he exists.

Read the Hollywood Reporter for up-to-the-minute news and observations.

Producers are going to find out very rapidly that they cannot possibly get along with actors whose experience has been completely confined to the screen. There is no reason for the poor quality of present-day pictures as long as such players as Lenore Ulric, George Jessel, June Walker, Elsie Ferguson, Hal Skelly and a dozen others have never been asked to come to Hollywood.

Read the Hollywood Reporter for up-to-the-minute news and observations.

He is the best-loved and best-hated ladies' man in Hollywood. He hasn't a nickel as a result of his pursuit of filmdom's beauties. His florists' bills have averaged over two dollars a month for years, not a decade goes by that he doesn't buy ten dollars' worth of tickets to the theatre, he can be seen buying expensive chocolates for his victims even oftener than semi-annually, and it is a rarity for him to stock up his gasoline tank with Ethyl when he is about to escort some very desirable beauty to a miniature golf opening. Will this good time Charlie end up broke, like all the rest?

Read the Hollywood Reporter for up-to-the-minute news and observations.

The Warner Brothers, independent producers, have purchased "Main Street" for immediate production. This sounds promising, but we doubt that Imp, Selig, Lubin, Kalem and Biograph will tolerate this kind of competition. Wall Street, it is clear, will have the industry on an efficient basis within six months.

Read the Hollywood Reporter for up-to-the-minute news and observations.

The Hollywood Reporter feels it its duty to warn its readers —who, it hopes, will tell his friends—against an unscrupulous personage now making the rounds of the studios. According to this fellow, there is a device in existence for causing sounds to issue from the screen. The absurdity of this statement is apparent as is also the fact that no company in its senses will have anything to do with the fellow. Warner Brothers, it is understood, are making a last effort to recoup their dwindling fortunes with some related gadget, and the whole film colony is already anticipating the inevitable result. When will house managers learn to have more courteous box-office attendants?

Read the Hollywood Reporter for up-to-the-minute news and observations.

She is a foreign star who has learned the value of making herself mysterious. No one ever sees her. She has lunch at the Embassy, drives a maroon Dusenberg with an old stage-coach body, dines at the Ambassador on Tuesday nights, sits in the bell corner at the fights, and changes her costumes twice daily at the corner of Hollywood Boulevard and Vine Street. By keeping herself aloof she has rapidly become the talk of the town.

Read the Hollywood Reporter for up-to-the-minute news and observations.

December 22, 1930 The Hollywood REPORTER

PRODUCERS MOBILIZING NEW FACES AND BRAINS FOR 1931

By William R. Swigart

In preparation for what is expected to be the greatest year in the history of the motion picture industry, new production talent has been developed during the past year to an extent never before equalled.

This development surpasses even 1927 when sound was being looked upon as a novelty and when the producers were frantically seeking anything that would prevent the business from becoming moth-eaten.

The result of this campaign was that more than 100 persons were snatched from obscurity or from mediocre positions to prominence in one of the four important departments of production.

But today, looking over the new people raised to important positions during the past year, it is found that that record of 1927 is far exceeded. Thirty-nine actresses were given their first big chances and are still sticking. More were started, but, as they fell by the wayside, no mention is made of them here. There were also 33 actors, 53 writers, 20 directors and six supervisors developed during the year.

The list of actresses given their first chances on the list of featured players during 1927 and who are still up with the leaders, includes: Leila Hyams, Lupe Velez, Nancy Carroll, Daphne Pollard, Mary Nolan, Virginia Sale, Ann Christy, Jeannette Loff, Sally Eilers, Barbara Kent, Dorothy Gulliver, Sally Phipps, June Collyer, Loretta Young, Bodil Rosing and Molly O'Day.

15 Actors Sticking

Among the actors are Louis Wolheim, Robert Armstrong, James Gleason, Gilbert Roland, Buddy Rogers, Richard Arlen, Gary Cooper, James Murray, Col. Tim McCoy, John Mack Brown, Charles Morton, Nick Stuart, Donald Reed, Larry Kent and Nils Asther.

Among the directors are William Wyler, Louis King, Wallace Fox, Lynn Shores, Dorothy Arzner, Harry D'Arrast, Josef von Sternberg, James Tinling, David Butler, Howard Bretherton, Ray Enright, Mervyn Le Roy and Walter Lang.

The New Crop

Of the new crop which the producers have already tried out or selected for more or less important positions during the past year and on whom they are building fond hopes for some outstanding figures, there are among the actresses Edwina Booth, Lettice Howell, Dorothy Jordan and Marjorie Rambeau at MGM; Dorothy Lee, Irene Dunne, Leni Stengel, Rochelle Hudson, Lita Chevret, Valma Valentine and Roberta Robinson at Radio; Joan Blondell, Evelyn Knapp, Marian Marsh, and Claudia Dell at Warners; Ona Munson and Dorothy Peterson at First National; Juliette Compton, Frances Dee, Marlene Dietrich, June McCloy and Rosita Moreno at Paramount; Genevieve Tobin, Sidney Fox, Betty Davis, Alia Montalvan and Blanca de Castejon at Universal; Virginia Cherrill, Lucille Brown, Elissa Landi, Louise Huntington, Marian Lessing, Clare Luce, Gillian Sande and Ruth Warren at Fox; Constance Cummings at Columbia, and Helen Twelvetrees and Marion Shilling at Pathe.

Among the actors expected to show further advances next year are Clark Gable, Ray Milland, Duncan Renaldo, Gus Shy, Lester Vail, William Bakewell and Kent Douglas at MGM; Ralf Harolde, Bert Wheeler, Robert Woolsey, Joel McCrea, John Darrow, Roscoe Ates, Hugh Herbert, Amos 'n' Andy, Everett Marshall and Eddie Foy Jr., at Radio; James Cagney and Charles Butterworth at Warner Brothers; David Manners, Joe Donahue and Jack Whiting at First National; Martin Burton, Stuart Erwin, Norman Foster and Charles Starrett, at Paramount; Kane Richmond at Universal, and Humphrey Bogart, Warren Hymer, Spencer Tracey and John Wayne at Fox.

Many New Writers

Among the new writers who have been introduced to the picture business during the last year and on whom the producers bank to bring them out of the rut are Herbert Asbury, Marie Balmer, Samuel Hoffenstein, Bartlett Cormack, Salisbury Field, Marie Hanline, Arthur Kober, William Laidlaw, Erna Mankiewicz, William Slavens McNutt, Ursula Parrott, Austin Parker, Gertrude Purcell, Samson Raphaelson, Sid Dilver, Louis Stevens, Samuel Spewack, Peggy Thomson, Cornell Woolrich, Carmen Barnes and Betty White, all at Paramount.

At Universal they have John Wexley, Jerome Horwin and Jack Moffitt; Pathe has Frank Dolan and Tom Lennon; MGH has Martin Flavin, Charles McArthur, P. G. Wodehouse, Cyril Hume, Gene Markey and Walter Hasentlever; at Radio there are Anthony Vieller, Barney Sarecky, Benn W. Levy and Bernard Hubert; Fox has Guy Bolton, Barry Connor, Leon Gordon, Emmett Flynn, George Gershwin, Walter Kelly, Don Marquis, Dudley Nichols, Hugh Stange and Maurine Watkins.

Among the directors who have been given their first chances in the last year and who are being looked upon to do bigger things next year are: Busby Berkeley, Otto Brower, David Burton, Lloyd Corrigan, George Cukor, Cyril Gardner, David Golden, Edward Goodman, Bertram Harrison, Edwin Knopf, Lester Lonergan, Norman McLeod and Al Parker at Paramount; John Murray Anderson and Vin Moore at Universal; Ray McCarey at Pathe; Lowell Sherman at Radio, and Hamilton McFadden, Seymour Felix and Guthrie McClintic at Fox.

The list of people elevated to associated producers during the past yea rand still holding that title are Arthur Ungar, Albert De Mond and Erwin Gelsey at Universal; Douglas MacLean and Al Boasberg at Radio, and Ben Pivar at Columbia.

Box Office Leaders in Screen Personalities

for

The Year 1930

The following is the Reporter's list of the leading box-office players of the major producing organizations during the year 1930. The list is compiled according to the drawing power of the players at the box office.

PARAMOUNT

Maurice Chevalier
George Bancroft
Jack Oakie
Gary Cooper
William Powell
Clara Bow
Ruth Chatterton
Nancy Carroll
Marlene Dietrich
Claudette Colbert

METRO-GOLDWYN-MAYER

Ramon Novarro
Wallace Beery
John Gilbert
William Haines
Lawrence Tibbett
Greta Garbo
Joan Crawford
Marie Dressler
Marion Davies
Norma Shearer

FOX

Will Rogers
Warner Baxter
Charles Farrell
Edmund Lowe
Vic McLaglen
George O'Brien
Janet Gaynor
Lois Moran
Marguerite Churchill
Fifi Dorsay
Maureen O'Sullivan

WARNER BROTHERS

John Barrymore
George Arliss
Ben Lyon
Frank Fay
Winnie Lightner
Bebe Daniels
Barbara Stanwyck
Evelyn Knapp

FIRST NATIONAL

Richard Barthelmess
Joe E. Brown
Douglas Fairbanks, Jr.
Walter Huston
Otis Skinner
Dorothy Mackaill
Loretta Young
Lila Lee
Marilyn Miller
Ona Munson

RADIO

Wheeler and Woolsey
Amos n' Andy
Richard Dix
Lowell Sherman
Jack Mulhall
Bebe Daniels
Betty Compson
Evelyn Brent
Dorothy Lee
Mary Astor

UNIVERSAL

John Boles
Lew Ayres
Slim Summerville
Charles Murray-George K. Sidney
Glenn Tryon
Lupe Velez
Mary Nolan
Genevieve Tobin
Jeannette Loff
Barbara Kent

PATHE

William Boyd
Eddie Quillan
Robert Armstrong
Constance Bennett
Ann Harding
Helen Twelvetrees

COLUMBIA

Jack Holt
Buck Jones
Ralph Graves
Richard Cromwell
Evelyn Brent
Barbara Stanwyck

Copyright © 2010 Ryan and Wife. All rights reserved.

December 22, 1930 The Hollywood REPORTER

Holiday Greetings From Various Celebrities To Hollywood Reporter

As Ghost-Written For Them By Wm. Slavens McNutt

Hollywood Daily Reporter.
Greetings:

In 1860, the site of the Hollywood Hotel was occupied by an Indian's wickieup and a goat that had swum across the channel from Catalina. The goat had been captured by the little daughter of the chieftain's tribe, who found the exhausted animal in a swamp of bulrushes. The superstitious savages made a god out of the goat.

This is being written as we are passing under the Mojave Desert in a subterranean lake submarine at the rate of nine hundred and fifty-seven miles an hour en route from the Hollywood Brown Derby to the Paramount Theatre, New York, where we are to attend the world premier of George Bancroft in "Little Lord Fauntleroy."

In 1949 men will step off the curb at the corner of Wilshire and Western with helium gas in their heels, bounce once, and come to rest gently on the landing field atop the Chrysler Building ten seconds later. How much will land be worth per square inch at the corner of Hollywood and Cahuenga when one is able to leave that neighborhood this rapidly? Nobody knows. Don't sell America short. (Of course at the moment you can't sell it for anything. But hang on. All the desert needs is water, and that's all America's got.)

(Signed) ARTHUR BRISBANE.

Hollywood Daily Reporter.
Greetings:

Everything is relative. You ask me why Joe Doakes is still a supervisor at Pastel Picture Studio? I answer you without hesitation. He's a relative. I understand pictures as I understand all other things, even though I know nothing about them. Everything is relative, and this is more true of pictures than anything else simply because there are more relatives in pictures than in anything else. There are only thirteen men in Hollywood who will be able to understand this and they are all relatives.

(Signed) EINSTEIN.

Hollywood Daily Reporter.
Greetings:

The trouble with the men and women who make pictures in Hollywood is that they don't know life. Is there a writer in Hollywood who was born at sea on the tail of a sperm whale? Is there a director who was cradled in the curve of a man-eating shark's dorsal fin? Is there a baby faced star who knew how to chew tobacco and spit through her teeth before she was weaned? Is there an executive who can chew glass and drink carbolic acid cocktail with a bay rum chaser without having to take aspirin to fend off the headache? No! Hell no! That's what's the matter with Hollywood.

(Signed) JOAN LOWELL.

The Hollywood Daily Reporter.
Greetings:

I was in Hollywood once. It was raining. The executive head of the studio came out of his office and laid his hand on my shoulder. He had a wart on the left side of his nose. "I'm sorry, old man," he said, laying his hand on my shoulder. (I particularly abhor executives who lay their hands on my shoulder.) "We did the best we could by your script. We cut out the Chinese heroine and injected the daughter of a Latin American revolutionary president. We gave the love interest a blood transfusion drawn from eleven scenario writers and a New York daily afternoon sob sister, but it was no use. Your story passed away in conference at 8:10 this evening."

I lit a cigarette and wondered at the fact that my hand was so steady. I was conscious of the ticking of the clock, and the blurred swishing sound of the rain, wind-driven against the window.

"Can I do anything for you?" the executive asked gently. He meant to be kind, but I told him to go to Hell and walked home alone in the rain. And that goes for you too.

(Signed) ERNEST HEMINGWAY.

Hollywood Daily Reporter.
Greetings:

Hollywood epitomizes the American boobery. Sister Aimee is the saint of the cinema city. Shuler is its shogun. The gilded slaves of the flicker millions live in luxury by lying always in the affirmative. The spark of rebellion is dead in the breasts of all those who furnish the films with what they are pleased to call "creative ideas." No man in Hollywood dare say "no." I like Hollywood. I'd come out there this Christmas, but my wife won't let me.

(Signed) H. L. MENCKEN

Hollywood Daily Reporter.
Greetings:

George Bancroft, pruning his pansy bed. Dick Arlen wearing a white collar and a store tie—the big sissy!

Will Rogers, a boy from Oklahoma who made good in the big city. What ever became of Clara Bow?

A letter which just came to hand advises me that there is a song writer in Hollywood and a cigar store Indian in Los Angeles. Both are objects of competitive bidding on the part of museums all over the world.

King George IV leaving the Montmarte accompanied by Theda Bara. Mussolini and Tom Mix feeding Tony sugar in front of the Roosevelt Hotel. The Emperor of Abyssinia selling souvenirs on the curb in front of the Embassy Club. I understand he is here playing atmosphere in the retakes on "Trader Horn." He does not wear spats—the big sissy!

(Signed) O. O. McINTYRE.

GREETINGS
From
WILLIAM KERNELL
Fox Studios

Greetings to the Industry
GRANT WHYTOCK
Now With
Samuel Goldwyn
United Artists

"Bully For You"

◆

Keep Up The Good Work

◆

Frank Reicher

Waldemar Young
FIRST NATIONAL

A PROSPEROUS NEW YEAR
TO ALL

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT

Ralph M. Like
CINEPHONE FILM STUDIOS
Hollywood OL. 8701

A HAPPY NEW YEAR TO ALL

Neil McGuire

Telephone GRanite 5475
3102 Elington Drive
Hollywood, Calif.

Merry Christmas

Tod Browning

Bess Meredyth

Just Completed
"The Southerner"
Starring Lawrence Tibbett

In Preparation
"The Torch Song"
M-G-M

William Campbell
Supervisor and
DIRECTOR

Of the Most Talked of Picture
Ever Produced

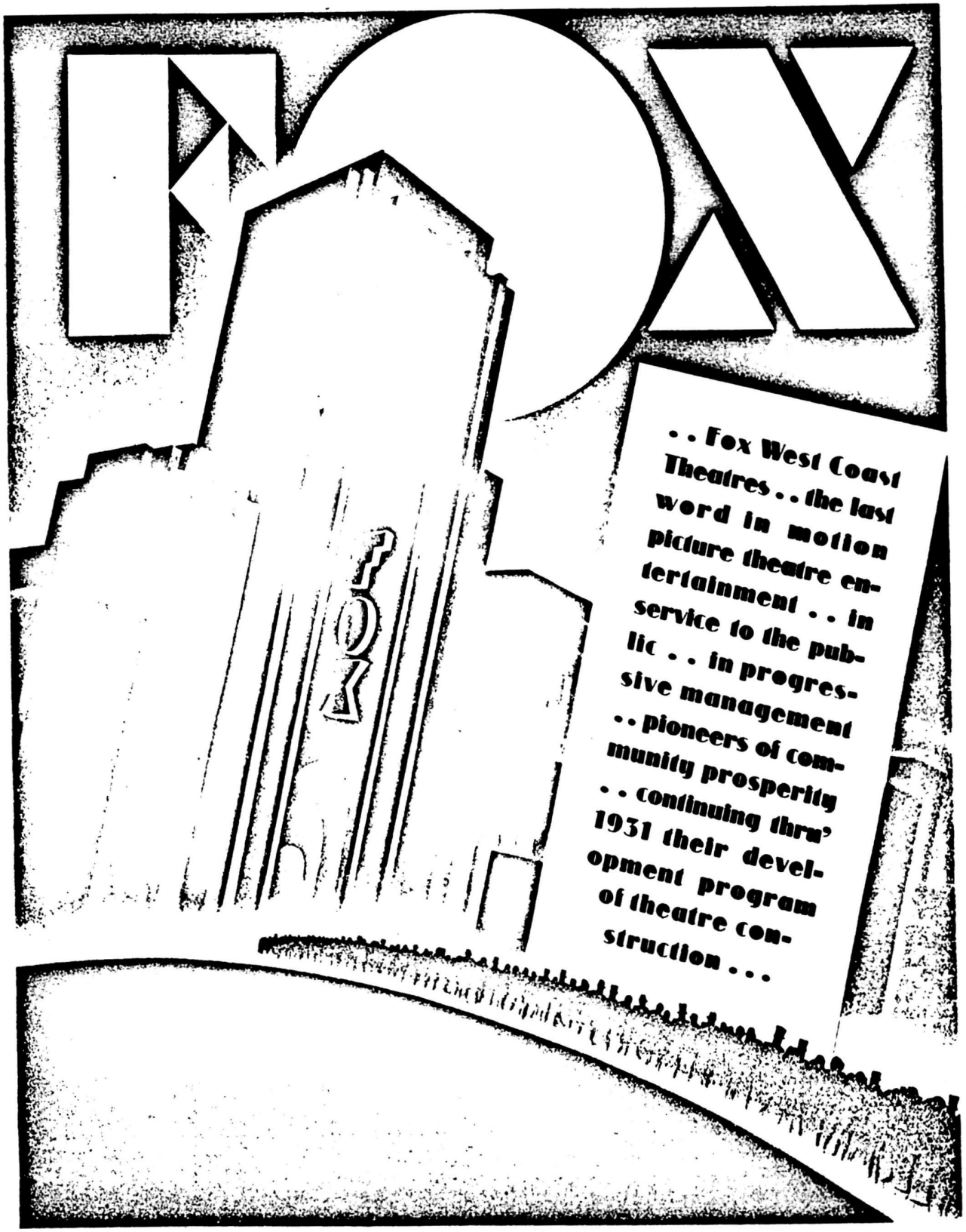
"INGAGI"

To Be Followed By One Equally As
Sensational in 1931.

2715 Marsh Street
Los Angeles

Greetings from
Leon Schlesinger
Pacific Title & Art Studio
and producer of
"Looney Tunes"
Hollywood, Cal

The Hollywood REPORTER December 22, 1930



December 22, 1930 The Hollywood REPORTER

1930 PICTURE MITS AND HISSES

By Joe Doakes

Looking back upon the year 1930, calendar and fiscal, Greater Movie Season and The March of Time, it appears that the motion picture industry is still in its infancy. Yes, it talks. Baby talk. But it's all wet and needs a change.

Anyone who says talk is cheap ought to scan the red side of the ledger on "Min and Bill" and "All Quiet on the Western Front," the two biggest flops of the year. The public is tired of these Westerns and wants more musical stuff like "Romance." Sob dramas like "Caught Short" and "Up the River" won't go. Good, swift sextravaganzas such as "Ingagi" will ring box-office bells.

This year was a banner year for film labs who used to grind it out by the foot. Since "Hell's Angels," orders must be by the mile. If Sid Grauman had kept his head and not gotten a haircut, the picture might have gotten by. But it took a nose-dive in the middle and anything after the barber shop incident was anti-climax. Howard Hughes whose whines provided the thrilling sound effects ought to have been given some screen credit.

Were it not for Jean Harlow, Technicolor probably would have been unknown. She made it so famous the firm owes her a debt of latitude.

One of the outstanding deals of the year was the merging of United Artists releasing company with the Fox — West Coast chain — and the Ringling-Barnum Bailey tent shows. Another momentous negotation was the educational campaign sponsored by the Academy of Motion Picture Arts and Sciences which financed the publication of the book "Queer People," and the stage production," "Once in a Lifetime."

Sex appeal came to the fore as the screen's greatest drawing power, such players as Wallace Beery, Marie Dressler and Louis Wolheim hogging all the popularity with debs and dubs, rating with Amos 'n' Andy, El Brendel and Micky Mouse.

Charles Chaplin completed another reel for his new picture, "Broadway Melody," and it is expected that by 1937 he will be ready for a San Bernardino preview, unless he yields to demands to make a silent picture instead.

Clara Bow was persuaded by Paramount to desist from her refusal to participate in publicity stunts and did some autographing during a visit to Calneva with Will Rogers as master-of-ceremonies. Greta Garbo's publicity escapades worried Metro-Goldwyn-Mayer officials and she was finally coaxed into refusing to pose for leg art and soap ads.

The bank of Hollywood crash was a boon to the industry, affording everyone who didn't know it even existed an alibi for not giving Christmas gifts and excusing severe headaches on 8 a. m. calls.

Sound engineers made great technical strides, making it possible for stars to shriek twice as loud as before. They also made it possible to get any kind of dialog around the censors by simply running with it a sound track of exploding arsenals, fire engine sirens, factory whistles and machine guns.

Cameramen also achieved new distinction, eliminating the use of make-up by shooting through frosted glass filters. The wide screen, which makes the customers come back to see the show twice so as not to miss anything, gives the lie to predictions that the automobile will render the horse extinct.

Who would want to see a cavalcade of eight thousand head of Austins galloping over the Montana prairies?

Next year, if things aren't any worse, we may look for some improvements. If not, we will be forced to issue statements of bigger and better pictures, bigger and better grosses, bigger and better everything until the situation becomes so awful the industry will be obliged actually to do something about it in a bigger and better way.

Season's Greetings

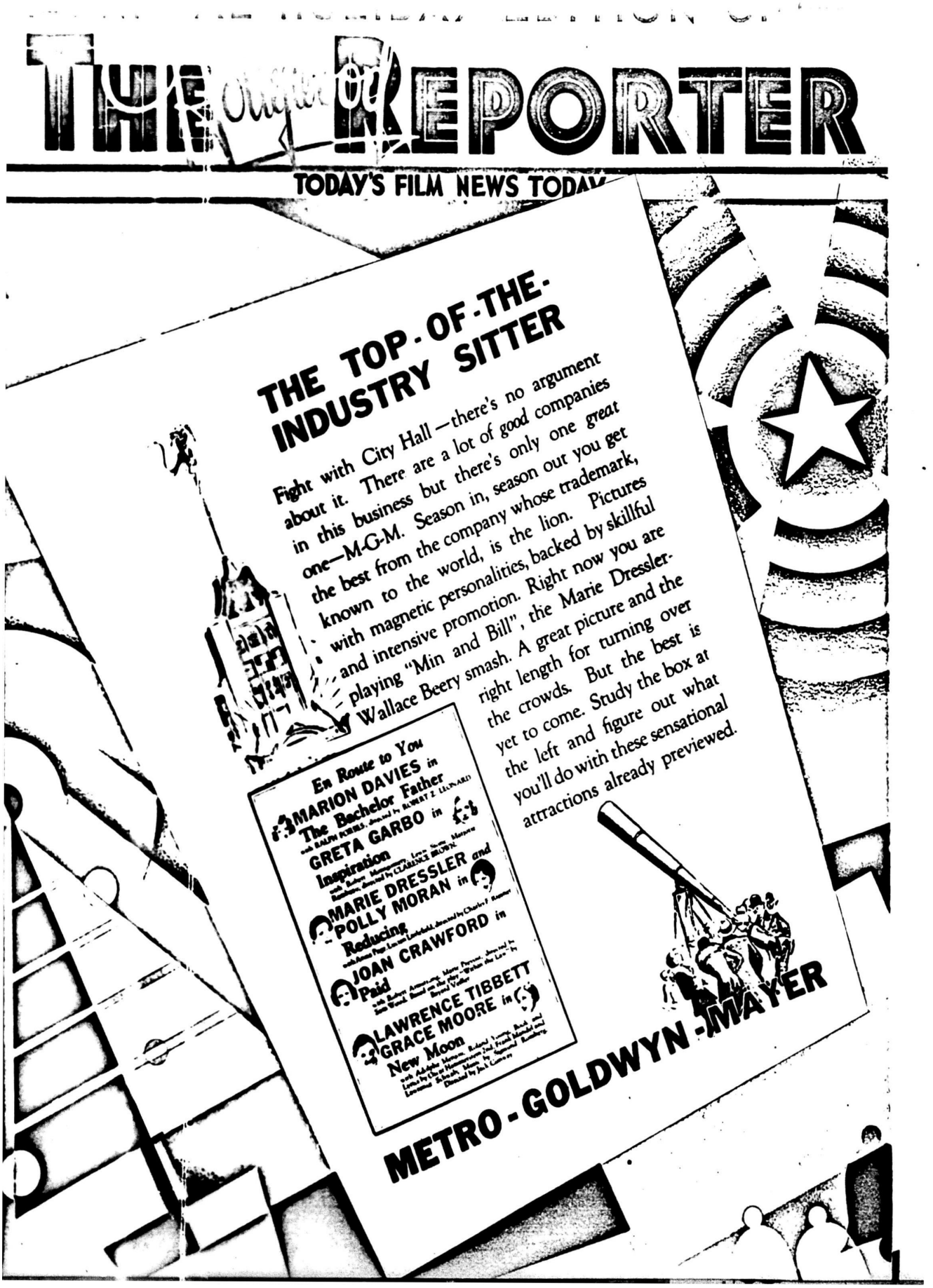
From

DONIVAN MILLER

and Associates

Producing Juvenile Feature Shorts
Action ·:· Adventure ·:· Thrills
Clean Comedy and Drama
for a Ready-made Audience
of One Million Boy Scouts
of America . . . . . .

Just Completed:
"KNIGHTS IN KHAKI"
100% Sound and Dialogue
100% Entertainment
(Not Propaganda) . . . . .


THE REPORTER
TODAY'S FILM NEWS TODAY
THE TOP-OF-THE-INDUSTRY SITTER
Fight with City Hall—there's no argument about it. There are a lot of good companies in this business but there's only one great one—M-G-M. Season in, season out you get the best from the company whose trademark, known to the world, is the lion. Pictures with magnetic personalities, backed by skillful and intensive promotion. Right now you are playing "Min and Bill", the Marie Dressler-Wallace Beery smash. A great picture and the right length for turning over the crowds. But the best is yet to come. Study the box at the left and figure out what you'll do with these sensational attractions already previewed.
En Route to You
MARION DAVIES in The Bachelor Father
GRETA GARBO in Inspiration
MARIE DRESSLER and POLLY MORAN in Reducing
JOAN CRAWFORD in Paid
LAWRENCE TIBBETT GRACE MOORE in New Moon
METRO-GOLDWYN-MAYER

CHARLES R. ROGERS

WILL CONTRIBUTE TO THE

Prosperity Campaign for 1931

FIVE OUTSTANDING ATTRACTIONS

Each with a ROGERS Cast

"MILLIE"
DONALD HENDERSON CLARKE'S FAMOUS NOVEL

"THE REGISTERED WOMAN"
JOHN FARROW'S PLAY

"DARK FLAME"
NEVIS SHANE'S SENSATIONAL NEW NOVEL

LILY DAMITA
IN JOHN FARROW'S COMEDY DRAMA
"FRENCH LOVE"

"THE COMMON LAW"
ROBERT W. CHAMBERS' PLAY AND BOOK

●

JANUARY RELEASE!

"MILLIE"

The Red-Headed Thief of Hearts... Made for LOVE. . and

YOUR BOX OFFICE
with a *ROGERS* Cast

HELEN TWELVETREES

LILYAN TASHMAN JOHN HALLIDAY
ROBERT AMES JAMES HALL
JOAN BLONDELL ANITA LOUISE
EDMUND BREESE FRANK McHUGH

Directed by JOHN FRANCIS DILLON
ASSOCIATE PRODUCER... HARRY JOE BROWN

Released through...

RADIO PICTURES

Congratulations

and

Every Good Wish

GEORGE O'BRIEN

The Hollywood REPORTER December 22, 1930

TECHNICOLOR

WISHES THE PRODUCER, THE EXHIBITOR AND THE PUBLIC "SUCCESS FOR 1931"

Herbert T. Kalmus

PRESIDENT

December 22, 1930 The Hollywood REPORTER

Congratulations
On A Great
Paper

David O. Selznick

The Hollywood REPORTER December 22, 1930

SEASON'S GREETINGS

Edward Sutherland

December 22, 1930 The Hollywood REPORTER

John M. Stahl

Season's Greetings

Richard Wallace

DIRECTOR

Paramount Studios

December 22, 1930 The Hollywood REPORTER

Hear Ye Once Again! ! !

Roger Marchetti

Wishes His Friends in

The Motion Picture Industry

A Merry Christmas

and

A Happy New Year

The Hollywood REPORTER
December 22, 1930

Leo McCarey

DIRECTOR

Under Contract To Fox

Loaned To Joseph Schenck

To Direct a

DeSylva, Brown and Henderson Production

For United Artists

December 22, 1930 The Hollywood REPORTER

Best Wishes

For A

Merry Xmas

And

Prosperous

1931 on

Inclusive . . .

BERTRAM MILLHAUESER

Associate Producer on the
Staff of William Le Baron

Amos 'n' Andy in
"Check and Double Check"
"A Lady For Hire"

RADIO PICTURES

The Hollywood REPORTER December 22, 1930

Noel!!

Roy
Del
Ruth . . .

Director . . .

WARNER BROS.
VITAPHONE
PRODUCTIONS . . .

Lothar Mendes

Best Wishes for a Prosperous Year to The Motion Picture Industry.

JAMES CRUZE PRODUCTIONS

Inc., Ltd.

December 22, 1930 The Hollywood REPORTER

Fully Equipped For Progress

The Industry Faces The New Year

By Irving Thalberg

Each year in the motion picture industry definite strides have been taken, overcoming handicaps and conquering obstacles, until today the motion picture stands as the greatest institution for entertainment in the entire history of the world. And, in this progress, it has become far more than that. The screen today is the world's mightiest factor in education, more far-reaching than literature or any other art.

In a comparatively few brief years the screen's astounding development has established it as a mode of human expression distinct and separate from any other, and one that reaches every point of the globe.

In point of circulation of money, the screen industry today is one of the largest economic factors, in addition to being a mighty force for good. It furthers understanding among the peoples of the earth; it brings together people of all nations in a common understanding that bespeaks a new tolerance and spirit of universal fraternity; it has spread knowledge to the obscure spots of the earth, and has implanted the ethics of civilization, all aside from its primary function of creating happiness through the medium of entertainment.

Good Pictures Don't Suffer

The past year may have been a bad one for mediocre pictures; there have been many cries of "hard times" based on the difficulties of certain types of screen entertainment, but it is a significant fact, nevertheless, that good pictures have not suffered to any greater extent than the normal falling-off in all lines of business under existing conditions. And, judging from this, it is reasonable to predict that in the coming year the same will hold true; that pictures with real entertainment value will be successful; others not.

There is an obvious basic reason for this, which concerns not only the picture, but the public itself. For the public is becoming "picture conscious," so to speak, and today "shops" for its entertainment with an educated discrimination. The public today is "picture-wise," and unhesitatingly rejects the shoddy product, just as it unhesitatingly rallies to the support of one of real value. And this is in itself good for our industry. It will weed out the undesirable product by making it unprofitable, and thus raise the entire field of screen entertainment to a new and higher plane.

Loyal to Old Friends

One of the happiest events of the year has been the return of public loyalty to the old favorites. No longer are audiences bewildered by the new names and the new faces that filled the screen with the inception of talking pictures. Out of the chaos this evolved, at a time when all were groping for light in the darkness of experiment and the bewilderment of a new development, has come a new security for those whose years of work had established them in their profession, and today one finds the greatest successes of the screen concern stars, directors, and writers who won their success and the loyalty of the public in the days of the silent picture and before the invention of the talking picture.

Equipped for Progress

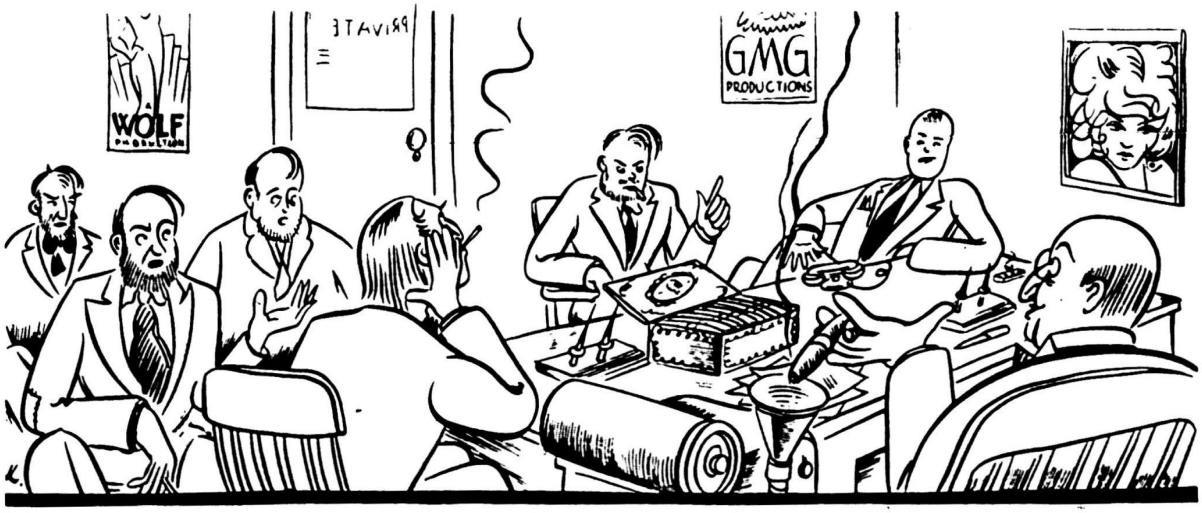
And from this normalization, too, has awakened a greater feeling of loyalty and a greater spirit of cooperation, among the people in the business. Moving picture people today believe in the moving picture business; they have seen it weather apparent chaos and return to an even keel. They see today that it is a great force in which all persons working together present a solid front in the march onward to further progress. They, by this new spirit, have evolved a great force to rid the industry of obstructionists that have heretofore infested it.

The development of such organizations as the Academy of Motion Picture Arts and Sciences and kindred bodies have placed a solid foundation under us; have given our industry a new prestige that has earned for it international recognition and respect, and that is developing our people on a higher plane of achievement, artistic and practical.

And, so, equipped for greater progress than ever before, we face the new year.

Christmas Greetings
"Skeets" Gallagher

Season's Greetings
Arthur Freed
Metro-Goldwyn-Mayer Studios



A HOLLYWOOD XMAS CAROL

By Joe Mankiewicz

The curtain, if you can call it that, rises on the office of the Big Boss. The Boss himself is practically invisible what with a dictograph the size of a log cabin, 43 un-read scripts and stories (average price $30,000), and various personal belongings on the desk—such as three onyx pens, eight or ten cigar and tobacco containers, and a Japanese ash tray he won at the beach one night, throwing baseballs.

Around the room are several chairs and if you look close—you can see writers sitting in some of the chairs. Most of them (the writers) are unshaven so that makes it even harder. One of them has a clean shirt on and he was hired in New York and he gets more money than the other three combined. He has also had four scripts thrown out in rapid succession and if you think that means anything to him—well ,anyway, the other three writers wear caps. They do the work.

Their names are One, Two and Three. The big literary light—his name is Six. The Big Boss is talking.

BOSS—Boys—we got here a chance to do something different.

ONE—What is it—a picture about incest?

BOSS—We're gonna do something that'll hit the market like a bombast—because the public ain't expecting it.

TWO—I know. We're gonna quit altogether and go back to the machine shops.

BOSS—We're gonna progress our Art—we're gonna appeal to the intelligence of the American public.

SIX—Well I'll be goddammed.

THREE—Well, what is it? I can't stand much of this.

BOSS—It's Peter Pan. By Barrie.

TWO—Barrie who?

ONE—We did a great gag with a barrel back in 1913.

BOSS—What do you think of the idea, Mr. Six?

SIX—I think it stinks.

THREE—Who're we gonna star in it? What is it? A Garbo? A Bancroft? A Barthelmess?

BOSS—It all depends. Maybe we'll make it a revue. How does that strike you, Mr. Six?

SIX—I think it stinks.

(The Dictograph yawns at this point.)

ONE—Lemme tellya how I see this one. We gotta borrow Rogers from Paramount and then we got a great picture. Get this—Peter grows up. Wendy grows up. You got a menace in this Hook feller. Put in some songs—a couple of sweet numbers—and there you are.

BOSS—Great! Do you like that, Mr. Six?

SIX—I think it stinks.

TWO—I got it! I got it! All we gotta do is get Crawford from MGM.

ONE—That ought to be easy. Like getting Irving Thalberg's teeth.

TWO—Imagine! Joan Crawford as the queen of the fairies! Wow!

DICTOGRAPH—You can't use fairies. It's against the code.

THREE—Oh, to hell with the code.

TWO—So they ain't fairies. So she's the queen of the pirates. And when they're putting Peter on the Pan—Crawford's sex knocks 'em cold! It's hotter than a log fire!

DICTOGRAPH—The fire is no good. How about you, Mr. Six?

SIX—I think it stinks.

THREE—I got the best idea. That pirate—Hook, or whatever his name is. Bancroft's the guy. We'll borrow him.

TWO—For eight bucks a week we ought to get Bancroft and a set of Charles Dickens.

THREE—Hook McCoy's a tough mug, see? These pirates are rum runners, and Wendy's mother is a classy society dame. Hook sees her picture in a paper and would to go on the make. He's got something on the kid, Peter. So he makes him pull the job of kidnapping Wendy. He figures this'll make her old lady come across.

BOSS—Marvelous! Another Beau Geste! Great! Ain't it, Mr. Six?

SIX—I think it stinks.

BOSS—Well, suppose you give us your idea, Mr. Six. We ain't paying you twelve fifty a week for nothing, you know—

ONE, TWO, THREE—Oh, ain't you?

SIX—The story is made for Paul Muni. Play it from the angle of the broken-hearted alligator.

BOSS—Paul Muni has got only seven faces. Outside of that it's a great idea.

SIX—I think it stinks.

BOSS—Well, it looks like we reached an impassive. What'll we do, what'll we do?

DICTOGRAPH—Following wire from New York office: HAVE DECIDED PETER PAN BY BARRIE TO BE BASEBALL PICTURE ALL STAR CAST TITLE NOW READS PETER'S PANIC OR DO YOU LIKE PALE VIRTUE ADVISE.

ALL—GREAT!!

ONE—Now Peter's got a ball team, see.

TWO—The Pirates. Get it? Peter's team is the Pirates.

THREE—Wendy's old man owns the team and he's broke.

BOSS—Great, boys, great! It'll revolutionize the industry!

SIX—(Sighs) I still think it stinks.

And so on as long as you can stand it. Eventually, though, a merciful curtain descends upon the scene. The boys are still going strong and you feel they will, for a long, long time. Anyway, it's a living.

JLM.

December 22, 1930 The Hollywood REPORTER

UNIVERSAL

WILL MAKE IT A

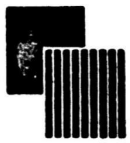
HAPPY NEW YEAR

WITH

consistent box-office successes

CARL LAEMMLE
CARL LAEMMLE, Jr.

The Prize Winning Picture
of 1930—
"ALL QUIET ON THE WESTERN FRONT"
—is but the start!
Watch for—
"DRACULA"
"RESURRECTION"
"FREE LOVE"
"MANY A SLII
"FIRES OF YOUTH"
"GAMBLING DAUGHTERS"
"THE IRON MAN"
"THE UP AND UP"
"SEED"



December 22, 1930 The Hollywood REPORTER

RADIO PICTURES

The Baby of the Major Companies Faces Its Greatest Year — Largely Increased Production Budget and Ambitious Program—Joe Schnitzer Is Optimistic.

Radio Pictures will begin the New Year with the biggest production program in its history.

An augmented 1931-32 schedule, involving several millions of dollars more than the $15,000,000 spent last year, will be announced shortly.

A busy holiday season will keep from 2000 to 3000 workers at the peak of activity during the remainder of the current season.

More than $6,000,000 has been spent on a building and expansion program that makes Radio the finest and most modern talking-picture studio in existence.

These are a few of the salient points brought out today by Joseph I. Schnitzer, president of Radio Pictures, and William LeBaron, vice-president in charge of production, in an announcement concerning Radio's 1931-32 film-producing season.

Industry Is Sound

"We face the new season with every prospect of prosperity in the motion picture world." Mr. Schnitzer pointed out. "The motion picture industry is fundamentally sound. During the last few years it has become an industry as well organized, financed and managed as any of the nation's other major industries.

"Good entertainment will never be a drug on the market.

"As long as motion pictures fulfill their mission—that of providing the public with entertainment—the industry will remain in a healthy condition. When they fail in that duty, when they no longer carry the public into worlds filled with the romance, adventure, comedy and pathos of life, then it will be time to worry about depression.

"Entertainment of the high standard now being produced offers no compromise with pessimism"!

Radio Pictures will bring the artistry of the greatest stars, directors, and writers to the talking screen during the new season, according to Mr. Le Baron.

Great Things Predicted

"The same producing organization that gave the American public 'Rio Rita,' 'The Cuckoos,' 'Half Shot at Sunrise,' 'Check and Double Check,' with Amos 'n' Andy, and will soon present Edna Ferber's epic of statehood, 'Cimarron,' and 'Beau Ideal,' Herbert Brenon's spectacular sequel to 'Beau Geste,' is operating at full capacity," he said.

"Technical and artistic achievements, even greater than in the past are in store during the coming year," LeBaron predicted. "The early limitations of talking pictures have been removed. We now take the microphone everywhere the camera once traveled alone. Out-of-doors locales are having an increasing vogue.

"Comedies, as evidenced by the brilliant success of Bert Wheeler and Robert Woolsey, are finding wide spread favor with audiences throughout the English-speaking world. Comedy-drama, satire and farce are elements that appeal to the modern, intelligent motion-picture public."

As an organization less than one year old, Radio Pictures in 1930 produced thirty-four all-talking successes. This phenomenal achievement—phenomenal in view of the fact that the studio was in the throes of a building and expansion program throughout the year — will be surpassed in 1931-32, according to both Schnitzer and LeBaron.

Greater Appropriation

Fifteen million dollars was budgeted on the 1930-31 production program. The appropriation for the new season, it is pointed out, will exceed this figure in order to take care of a schedule which will call for a greater number of pictures.

During the year Radio Pictures maintained a production pace that kept an average of 2000 studio workers regularly employed. This number did not include stars, "extra" players, and artisans employed in the building program. Virtually every department of the studio has been expanded to meet the requirements of the augmented production schedule. During the 1931-32 season it is estimated that an average of 2500 workers will be employed regularly.

Radio's spectacular rise to leadership among Hollywood producing organizations has made it necessary for Mr. Schnitzer to spend the major portion of his time at the studio. Several weeks ago it was announced he would maintain an office in Hollywood and devote his time and attention to the financial and business phases of production.

Mr. LeBaron, as executive head of the producing organization, continues in full charge of all production. Under his direct supervision, six associate producers assume active charge of production activities. These executives are Myles Connolly, Henry Hobart, Douglas MacLean, Bertram Millhauser, Louis A. Sarecky and Al Boasberg.

Stars on Radio List

Stars and featured players under contract to Radio include Bebe Daniels, Richard Dix, Bert Wheeler, Dorothy Lee, Robert Woolsey, Betty Compson, Evelyn Brent, Mary Astor, Lowell Sherman, Ricardo Cortez, Irene Dunne, John Darrow, Joel McCrea, Rita LaRoy, Jack Mulhall, Ivan Lebedeff, Ned Sparks, Hugh Herbert, Edna May Oliver, Ralf Harolde, Roberta Robinson, Joseph Cawthorn, Rosco Ates, Noel Francis, Roberta Gale, Leni Stengel, Katya Sorina, Arline Judge, Rochelle Hudson, Lita Chevret Valma Valentine, Henry Armetta and Nick Basil.

On the directorial roster are listed Wesley Ruggles, Herbert Brenon, Victor Schertzinger, Lowell Sherman, Melville Brown, Edward Cline, George Archainbaud, Paul Sloane, Lynn Shores, Allen Fagan and Richard Boleslavsky.

Authors and scenarists include Beulah Marie Dix, J. Walter Ruben, Wallace Smith, Howard Estabrook, Anthony Veiller, Tim Whelan, Forrest Halsey, Frederick Latham, Jane Murfin, Cyrus Wood, Al Jackson, Barney Sarecky, Benn W. Levy, Ralph Spence and Bernard Schubert.

Compliments of the Season

Frank Lloyd

WISHING OUR CUSTOMERS AND THE INDUSTRY A HAPPY AND PROSPEROUS NEW YEAR

LEONARD M. POOLE
M. J. McDERMOTT

ASSOCIATED FILM ENTERPRISES, Ltd.
1056 N. Cahuenga Avenue
Hollywood, California

Season's Greetings

Victor Fleming

MERRY CHRISTMAS

TO

EVERYBODY

George Sidney

Our Best to All

Rebecca and Silton

SEASON'S GREETINGS

GLEN GANO

(I.A.T.S.E.)

PHOTOGRAPHER

861 Seward GL. 4709

Hollywood, California

December 22, 1930 The Hollywood REPORTER

HOLLYWOOD, MY HOLLYWOOD

By One of The Pioneers

GROVER JONES

Gold was discovered in California in 1849. The climate in 1851. Both rackets were worked to a frazzle. The original Native Sons retreated before an invasion of American pioneers—hardy sons of bison hunters who came across the country in six months and in the same under-clothes. With standard-width film I could have got them across in half the time.

The West was San Francisco until the advent of motion pictures. Hollywood looked like a huge fish skeleton with its one main street fringed with fruit trees. A "for sale" sign was worth more than the lot it was on. Ponce de Leon could have made his fortune with one testimonial. It took only four days to reach the beach if you followed the water holes. That was Hollywood.

Then somebody made a picture. God knows who it was or what the story was about. But within a month, people as far East as Denver were reading the Los Angeles papers. Seven banks and scandals popped up within a week. The world went Hollywood. It was "Hollywood Cat Chases Hollywood Rat Under Hollywood Barn." Land prices went up. California bungalows were being wallpapered to keep the sun out of the tenants' eyes. Nothing was too good for the investor.

Bowling alleys were being changed into cafeterias, and temblors were being blamed on slapstick tumblers. Those who didn't work for DeMille were working those who did work for DeMille. And everybody was happy. Southern California—the only country in the world where a man could go to sleep beneath a full-bloomed rose bush and freeze to death.

Then things happened: We got a new President. DeMille made "Madame Satan." Jones and McNutt wrote "Dangerous Paradise." Notre Dame beat U.S.C. And a Hollywood Bank closed its Hollywood doors on Hollywood depositors.

Those hardy pioneers who once had carried their dough in a sock now lost it in the same way. Chaplin's opening shot in "The Gold Rush" was nothing compared to the concerted move in the direction of Vine and Hollywood boulevard. Loyal Californians who had always crowed about the virtues of their country now stood in front of the closed doors and yelled "Hurrah for Florida!" The good old spirit.

California, like the U.S.C. football team, was always good in a winning fight. Let's see what she'll do now when she's on the spot. If she can't deliver she's a great State to be from. She can have my shirt and pants while she's undergoing the test—the bank's already got my dough. The quicker the deflation takes place the better it's going to be for us all.

If you think wholesale hardship brings sorrow, you're crazy from the neck up. It's the best little talent builder of them all. Cut out the wind. Stop crowing about the virtues and let the visitor find them out for himself. Do things. Make jobs for yourself. Odd jobs. Any kind of jobs. Nobody's ever thought about making overcoat buttons out of orange peel. You can do it—and you're welcome to it as far as I am concerned.

Put a smile on your map. Not one of those citrus grins, the kind you get from eating too many lemons and oranges. Put your shoulder to the wheel and push. And the first time you get an idea how we can squeeze our dough out of that bank, let me know.

LLOYD NOSLER

EXTENDS

GREETINGS

to the

INDUSTRY

P S Just Completed Editing "Reaching for the Moon" at U A, and now resting at Palm Springs.

JAMES HALL

DETAILS

Publication title:	The Hollywood Reporter (Archive: 1930-2015); Hollywood
Volume:	2
Issue:	32
Pages:	31
Number of pages:	1
Publication year:	1930
Publication date:	Dec 22, 1930
Publisher:	P-MRC
Place of publication:	Hollywood
Country of publication:	United States
Publication subject:	Motion Pictures
ISSN:	0018-3660
Source type:	Trade Journal
Language of publication:	English
Document type:	Advertisement
Document feature:	Illustrations
ProQuest document ID:	2296215371
Document URL:	https://www.ezproxy.sfpl.org/login?url=https://www.proquest.com/trade-journals/advertisement-lloyd-nosler/docview/2296215371/se-2?accountid=35117
Copyright:	Copyright © Prometheus Global Media
Last updated:	2019-09-24
Database:	Entertainment Industry Magazine Archive

LINKS

Check for full text via Journal Linker

THE Hollywood REPORTER

Vol. II, No. 31 Price 10c — TODAY'S FILM NEWS TODAY — Saturday, December 20, 1930

RADIO'S "CIMARRON"

TRADEVIEWS
by W. R. Wilkerson

MOTION pictures witnessed another event in its long series of "things worth while," Thursday night with the initial showing of the Radio Pictures production of "Cimarron." We cite it as an event for the reason that this picture is probably the last, at least for a long time, of the talkies costing $1,000,000 or more. It was an event for the reason that any studio would be proud to spend a million or better, even in these trying times, if it could be assured a production with half the entertainment that "Cimarron" possesses.

A new era in pictures will be born as a result of this production. The entire picture business will date future events from Thursday night. Organizations, banking institutions, Wall Street, exchanges and theatres will take a different slant on the industry of tomorrow with the general release of "Cimarron."

•

THE PICTURE will attract almost as many people as your theatre will accommodate, sitting and standing. It should "out-run" anything you have played since sound came into being, and, best of all, it will dig out those patrons who have continually crabbed during the past few months on the quality of pictures, bring them back to the theatre and keep them coming for some time.

"Cimarron" is a tremendous success for Radio Pictures, for the Radio studios, for Joseph Schnitzer, for William LeBaron, for Louis Sarecky, for Richard Dix, for Howard Estabrook, and for Eddie Cronjager. It will be a welcome success to every theatre that is fortunate to run it.

•

THE PRODUCTION also brings to light an individual who has been hidden for a number of years behind a screen of cheap productions, poor stories and over-supervision. It will bring the entire industry to the realization that, in Wesley Ruggles, it has a director who knows screen values and is able to photograph them. "Cimarron" will put Ruggles at the top of the heap and its our guess he will stay there.

We congratulate everyone who had any part in the making of "Cimarron."

Production A Magnificent Saga of America--- Wesley Ruggles and Richard Dix Attain New Heights

(Editor's Note—The Hollywood Reporter does not ordinarily publish on Saturdays. Nor has it ever, during its career, used a review of a motion picture as its leading story. That it is doing both these things today is due to what it considers an outstanding event in motion pictures—the first view of the Radio Pictures production, "Cimarron.")

A magnificent, human, thrilling and intense saga of the growth of an American city. It does not stop at mere settlement, but goes on to recount the story of two human beings; the one typifying the spirit of the pioneers who had the vision, the adventurous spirit, the wanderers' desire for new fields to conquer. The other, the spirit of those who built upon the vision and constructed a nation, a civilization. There isn't a dull moment. The picture is packed with

(Continued on Page 3)

•

French Wake Up To Film Business

Paris.—Indications that the French financial interests are waking up to the importance of the motion picture business is seen in the recent enlargement of the credit institution organized by a French cinema bank.

The new organization, called the Banque de la Cinematographie Francaise," is understood to be closely affiliated with the Credit Lyonais and several other leading conservative French banks. It will act as central body for a study of film conditions and for arranging financing for the French film industry. Its activities will extend to every branch of the industry.

•

Bad Business Closes Minneapolis House

Minneapolis. — The Pantages theatre here has closed after several weeks of bad business. This leaves the Publix and RKO houses in control of the territory.

•

Rosenzweig Back in N.Y.

New York.—Charles Rosenzweig, general sales manager for Radio Pictures, has returned to New York after a tour embracing all the company's exchanges.

"Red Hot Sinners" Will Be Just That

Warner Brothers are mobilizing their entire resources in talent to make "Red Hot Sinners" the hottest comedy picture ever produced.

In the cast already are Winnie Lightner, Olsen and Johnson and Charles Butterworth, supported by Marian Marsh, Edward Morgan, Dorothy Christy, Claude Gillingwater, Vivien Oakland and George Byron. Lloyd Bacon will direct from dialog furnished by Arthur Caesar.

•

Revival at Roxy

New York.—A commentary on the quality of the pictures being turned out is the fact that the Roxy will put on a revival of "The Cock-eyed World" during Christmas week.

•

G.E. To Make Shorts

Schenectady.—General Electric is planning to build a studio here for the production of industrial shorts.

A Real Compliment

An unconscious compliment was paid to Wesley Ruggles' direction during one of the more dramatic scenes of "Cimarron." Yancey Cravat and the Kid, an outlaw, are shooting it out. Both are protected and each is waiting for the other to expose enough of his body to make a target. The Kid raises himself slightly to look over his parapet, and a woman in the audience, overcome by the excitement, shouted, "Shoot!"

Broadway Hears Loews Resign

New York.—Broadway is bubbling with the story that David and Arthur Loew have tendered their resignations to the board of directors of Loew's Incorporated and that they have been accepted.

No one, either in the New York office or at the studio in Culver City, would confirm or deny the report.

Arthur Loew was a vice-president of Loew's, Inc., and in charge of the foreign department of Metro-Goldwyn-Mayer. David Loew was assistant treasurer of MGM, and in charge of the film department of the Loew theatres.

•

Will Not Appeal from Supreme Court Ruling

New York.—It is announced that the motion picture producers and the Hays office will not appeal from the recent Supreme Court decision, outlawing the arbitration and credit features.

U.A. THEATRE CHAIN GETS PERMIT TO SELL STOCK

Articles of Incorporation of the United Artists Theatres of California were issued yesterday, simultaneously with a permit to the new corporation to sell $1,000,000 worth of stock. This is the first step towards the construction of the United Artists chain of theatres on the Pacific Coast.

Formation of this corporation followed a recent break between the United Artists and Fox West Coast

(Continued on Page 2)

No "Ex-Mistress" For Warner Brothers

After selecting a title, "Beauty and the Boss," for the screen version of a play recently purchased by Warners, they have now decided to use it as a substitute for "Ex-Mistress," sacrificing whatever value the former title may have gained through the sale of the novel.

"CIMARRON" PUTS RUGGLES IN DIRECTORS' HALL OF FAME

(Continued from Page 1)

action, humor and romance—the romance of a nation's growth told in terms of the human equation. It is an American classic that will thrill its audiences, that will entertain them and give them renewed pride in the achievements of their people.

The story is that of Yancey and Sabra Cravat. Yancey, dreamer, adventurer, conqueror; blazer of trails, champion of lost causes, lover of the classics. A glorious lover, but of a restless nature that must move on to new lands. Sabra is his wife. A gentlewoman, daughter of impoverished aristocracy, with a strong sense of duty, of right and wrong. A dreamer too, but a practical one, a builder. Sabra adores Yancey, but he is beyond her comprehension. She never quite grasps the whole beauty of his soul.

Together they go to Osage, Oklahoma. There Yancey becomes editor and publisher of the Oklahoma Wigwam. Besides that, he is all things to all men in this town. He cleans out the bad men, he champions the weak, but he is restless. After four years comes word of new territory being opened up by the government to settlers. Yancey goes—without Sabra. Ten years later he comes back. His return is signified by his dramatic defense of the town's "bad" woman, Dixie Lee. He wins her acquittal, to the chagrin of Sabra, who has been the leading crusader against vice.

Once again Yancey and Sabra are together, building the city. Oil has been discovered, the town has expanded, politicians are at work. Yancey is up for governor, but he refuses to listen to the politicians. The scene shifts to 1929. Sabra has been elected congresswoman, but Yancey is not with her. She starts on a tour of the Indian and oil lands. There again she finds Yancey only to lose him to the Higher Power. The last scene is the unveiling of the memorial to the pioneers. It is a statue of Yancey. Why Yancey? Because, it in the words of Sol Levy, "It was his world—we just came to live in it."

This is but a glimpse of the many threads which Wesley Ruggles has woven into a beautiful pattern. Ruggles has accomplished the difficult task of taking a story of this kind and concentrating it in such a manner as to lose not one particle of its intensity, and keeping it alive. His pace never lags. He has eliminated "dramatics," he has shown the physical development of the town with subtlety and restraint, nor has he forgotten humor. He has made a great picture.

And Mr. Ruggles was given a great screen story by Howard Estabrook. The lines are wisely chosen from the book. The non-essentials are eliminated from the story. The incidents and episodes are carefully picked for drama, humor, and to trace the historic growth of a city as a superb background for the characters who typify the varied qualities it took to create that civilization.

Richard Dix, as Yancey, has the greatest and most difficult role of his career. He brings to life a glorious character that sparkles from many facets, and he does a great piece of work in being able to convey the varied careers and mental processes of this one man. Irene Dunne, as Sabra, more than justifies the choice of an unknown for such a part. Her performance is splendid — deeply moving, restrained and always faithful to her character.

The large cast of supporting players is excellent, with outstanding characterizations by George E. Stone as Sol Levy; Roscoe Ates as the stuttering printer's devil; Edna Mae Oliver as the amusing, grand Mrs. Wyatt, one of whose ancestors signed the Declaration of Independence, and Estelle Taylor as Dixie Lee. And there is a grand little actor, Eugene Jackson, as Isaiah, the faithful, colored follower of Yancey.

Eddie Cronjager's camera work is fine. His shots of the land rush have a panoramic sweep to them and he has caught the action perfectly throughout. The locations and sets are perfect and a word of praise is due to the person or persons responsible for the make-up of the players as age overtakes them. It is the best we have seen and the most natural.

As a tribute to the adapter, director and cast, let it be recorded here that, at its first preview showing, lasting a good two hours, there was not a murmur, no fidgeting on the part of a large audience; and there was warm, spontaneous appreciative applause at its close.

"CIMARRON"
Radio

Producer — William LeBaron
Associate Producer — Louis Sorecky
Direction — Wesley Ruggles
Photography — Eddie Cronjager
Story — Edna Ferber
Screen Play — Howard Estabrook
Film Editor — Billy Hamilton
Art Director — Max Ree
Sound Recording — Clem Portman

Cast: Richard Dix, Irene Dunne, Estelle Taylor, Nance O'Neil, William Collier, Jr., Roscoe Ates, George E. Stone, Stanley Fields, Robert McWade, Edna Mae Oliver, Frank Darrion, Eugene Jackson, Dolores Brown, Gloria Vonic, Otto Hofman, Wm. Orlamond, Frank Beal, Nancy Dover, Helen Parrish, Donald Dilloway, Junior Johnson, Douglas Scott, Reginald Streeter, Lois Lane Campbell, Ann Lee, Tyrone Brereton, Lillian Lane, Henry Roquemore, Nell Craig, Robert McKenzie.

New Chimp Film Is Up To Standard

"NINE NIGHTS IN A BARROOM"
Tiffany

Direction — Sig Neufeld
Cast: The Tiffany Chimps.

Tiffany has apparently set out to make life pleasanter for the exhib. The latest of the series is even more engaging monkey business than its predecessors and there is no longer any doubt that Mr. Exhibitor can book them all and rest easy.

"Nine Nights in a Barroom" is good fun every minute. There's the drunken father who has broken his dry pledge; the daughter who attempts to persuade him to return to his family with the classic plea: "Father, dear father, come home with me now, the clock in the steeple strikes three;" the villain who says "I'll get you yet, my proud beauty;" the long suffering mother and the baby. There's even a Salvation Army and a parson.

A lot of the credit belongs to those unseen men and women who give utterance to the very clever dialog.

And Sig Neufeld gets a bouquet for the excellent direction.

Catlett Starts Work on Comedy at Pathe

Walter Catlett will start his first two-reel comedy under his contract with Pathe today, and will be supported by John T. Murray, Vivien Oakland, Ed Kennedy and Hemie Conklin. The story, "Stage Struck," is from Catlett's pen and will be directed by Al Ray. On completion of this, Catlett will move over to the Howard Hughes lot to begin work on "Front Page."

Mary Nolan Assigned To Lead in "Up and Up"

Mary Nolan will return to Universal next week after a six months' rest. She has been definitely set to play the feminine lead in "The Up and Up."

"Hello, Sucker" in Work

New York — "Hello, Sucker" has gone into production at the Brooklyn Vitaphone studios, with Arthur Hurley directing. Hugh O'Connell heads the cast, supported by Roy Fant, Helen Harper, Georgia Payne and Arline Judge.

Adolfi at Warners

Because Al Green is tied up to do a story for Pathe, Warners have selected John Adolfi to direct the next George Arliss picture, originally set for Green.

Program Shorts Dropped

Indianapolis.—Program shorts have been dropped from the bill of Warners' Indiana theatre here for vaudeville acts.

PRODUCTION NOTES

Hugh Herbert and Edna May Oliver have been teamed for a feature to be produced by Radio Pictures. Gregory La Cava will direct.

Eleanor Boardman engaged by Columbia for "The Flood."

Paramount has signed Sylvia Sidney to play opposite Phillip Holmes in "Confessions of a Co-ed."

Charles Cadwalladar, formerly with Paramount and DeMille, has been signed as art director by Liberty Productions.

Laurel and Hardy have started production on the French and Spanish versions of "The Chisolers," the comedy recently completed for Hal Roach. James Horne is directing.

"Bargain Day," a new Our Gang comedy, went into production this week at the Roach studio with Robert McGowan directing.

Claudia Dell borrowed from Warner Brothers by Radio to play the feminine lead in "Bachelor Apartment."

After shooting three weeks on "The Single Sin," Tiffany has ordered several sequences re-made.

Ann Brady, Perry Murdock, Bert Jamison and Alice Dowd added to the cast for the first series of two reel comedies being produced by Craig Hutchinson for Big Four release.

Blaine Walker Will Manage Asso. Labs.

With the resignation of Leonard Poole as active head of the Associated Film Laboratories, it is understood Blaine Walker, now location manager for Fox, will take active charge of the plant. Walker, though under salary to Fox, has been president of Associated.

Warners to Build Scranton Houses

Scranton — It is understood that Warner Brothers will build two and possibly three houses here to house their attractions. The town is controlled by Paramount-Publix with the Comerford houses and no Warner pictures have played any of them for some time.

Lovelace Sells Story to Radio

Hunter Lovelace closed a deal yesterday with Radio Pictures for the screen rights of "Traveling Husbands," an original story by Hurrah. roy Pearson.

Gladys Lehman On Treatment of "Seed"

Gladys Lehman, who did the dialog of "Many a Slip" for Universal, has been assigned to work with Charles G. Norris in the writing of the treatment and dialog on "Seed."

THE Hollywood DAILY REPORTER

W. R. WILKERSON ....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

Columbia Explains "Smoke Bellew" Suit

A court decision as to the rightful owner of royalties on the picture based on Jack London story, "Smoke Bellew," is being awaited by Columbia before the money is paid over. Columbia states that the report that London's widow is suing the concern is erroneous.

Big Four bought the rights and made a faulty assignment to Mrs. London, Columbia says. Columbia was merely the distributor and is holding the money until a court ruling is made.

●

Barbara Stanwyk In "Night Nurse"

Barbara Stanwyk's first picture under her provisional Warner contract will be the title role in "Night Nurse," a current best-selling novel by the author of "Ex-Wife."

It is now being adapted by O. H. P. Garrett, and will go into production with Ben Lyon, Joan Blondell, Charles Winninger, Mildred Harris, James Cagney, Clark Gable, Blanch Frederici and Robert Gleckler in the cast.

●

"Once in a Lifetime" at Mayan, January 26

Sid Grauman will present the stage play, "Once in a Lifetime" at the Mayan Theatre, January 26. This marks his debut as a producer of legitimate plays.

●

"U" Bars Autos Again

Following a custom of several years, Universal has again closed its studio gates to all automobiles unless on company business. These orders are issued at least once a year and then forgotten.

●

Joan Marsh With Fox

The illness of Virginia Cherrill has given Joan Marsh the leading role in Fox's "Three Girls Lost."

Syracuse, St. Paul and St. Petersburg

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

SYRACUSE, N. Y.

"MAN TO MAN"

Strand Theatre

Journal: You don't know how this will twang your heart strings. No vex; no sex. All human.

Post-Standard: The gripping tenseness of the situation, their vindication—these make a real story—and a real picture.

Herald: Offers finely drawn character studies in a simple tale of small town life.

"SEA LEGS"

Paramount Theatre

Herald: Merely a new title for the usual boisterous Oakie rowdyism. On the whole, the picture is rather dull comedy.

Post-Standard: Interest as well as amusement—delivered in the true Oakie style.

Journal: To a student who is searching for an example of what early pictures were like, these "Sea Legs" ought to be a bonanza.

"THE LOTTERY BRIDE"

Loew's Theatre

Herald: Entertaining musicinema.

American: No lottery for the cash customers—everyone is a winner. It is one of the surprises of the waning season.

"DEVIL WITH WOMEN"

Fox-Eckel Theatre

Herald: If you like McLaglen, you'll find a fair measure of entertainment in the picture.

American: It is an hour and 16 minutes of McLaglen dodging bullets to get kisses.

"DANGER LIGHTS"

Keith's Theatre

Herald: Absorbing and has a wholesome freshness that is appealing.

American: If you have a melodramatic thrill left in your system, this picture will dig it out for you.

ST. PAUL, MINN.

"HELL'S ANGELS"

Riviera Theatre

Daily News: The kind of a picture that one writes home about.

"THE BOUDOIR DIPLOMAT"

President Theatre

Daily News: Offers subtle laughs throughout its merry course.

"MOROCCO"

Paramount Theatre

Daily News: Labors under two handicaps. The one is a story not worthy of Dietrich. Only the most idealistic could find satisfaction in it.

"MAYBE IT'S LOVE"

Tower Theatre

Daily News: Brown's antics make the entire picture a delightul procession of comedy.

"MADONNA OF THE STREETS"

Orpheum Theatre

Daily News: A screen offering that pleases and does not offend.

ST. PETERSBURG, FLA.

"THE DOORWAY TO HELL"

Plaza Theatre

Independent: Rather better than the usual run of gang pictures.

Times: Lewis Ayres is the whole show. There is not so much story as picturization of one boy's character.

"DANGER LIGHTS"

Alcazar Theatre

Independent: So well made by the sound photographer that it packs a real punch.

"DERELICT"

Plaza Theatre

Independent: Due to the ability of the players and excellence of photography, rather than story, the picture gave general satisfaction.

Austrian Deputies O.K. "All Quiet"

Vienna.—Members of the Austrian cabinet and a number of deputies attended a private showing of "All Quiet On the Western Front" and declared that the film contained nothing to injure French or German national pride.

Several said it was certainly a pacifist document and deserved the title "No More War."

●

Brandt Theatres Book "Hell's Angels"

New York.—The string of legitimate theatres controlled by Harry and William Brandt has booked "Hell's Angels" for all houses to be played as a road show attraction and at road show prices. This booking is unusual in that these houses will play the picture before the big Loew string in Greater New York.

●

Vitaphone Birthday

New York. — The Brooklyn Vitaphone studio is celebrating its second anniversary this month as the centre for Vitaphone Varieties. The plant, which started with one stage, now has three.

More than 400 shorts, in addition to "The Royal Box," the first foreign talkie made in the United States, have been turned out at the studio.

●

Delay in "233" Plans

On account of recent Hollywood financial developments, plans for the construction of the new "233" Clubhouse have been delayed three months. The start of operations had been slated for the early part of January.

Socially the club will be as active as ever this winter.

●

Pearson Resigns

After serving two years on the Warner-First National writing staff, Humphrey Pearson has resigned to become a free lance writer.

●

U.A. To Sell Stock

(Continued from Page 1)

theatres, when United Artists executives and players declared they would build their own playhouses.

Directors of the new corporation are Joseph M. Schenck, president of United Artists; Sol Lesser, who, it is stated, will be executive in charge of the new chain; Lou Anger, who will select sites for the new buildings; Abraham Lehr, general manager for the Samuel M. Goldwyn productions, and Edwin J. Loeb, attorney, member of Loeb, Walker & Loeb.

The capital was announced as 10,000 shares of $100 each and permission was granted to sell the entire issue.

About two weeks ago Mr. Schenck announced he would retire from the production end of the motion picture business and devote his attention to distribution, including the construction of the new chain of playhouses.

'DANCE, FOOLS' SURE-FIRE 'MANY A SLIP' GOOD FARCE

Joan Crawford In Another Hit

"DANCE, FOOLS, DANCE"
MGM

Direction ..... Harry Beaumont
Starring ..... Joan Crawford
Story and Dialog ..... Aurania Ruverol
Continuity ..... Richard Sayer
Photography ..... Charle Rosher
Film Editor ..... George Hively

Cast: William Bakewell, Cliff Edwards, Lester Vail, William Holden, Clark Gable, Earle Fox, Hale Hamilton, Purnell Pratt, Natalie Moorehead, Joan Marsh, Russell Hopton.

It's a gangster picture! Implausible, illogical—but it all comes under the heading of good entertainment. Ultra-modern without an ounce of sophistication. Has its daring moments, plenty of action, excellent performances and a vivid star. The answer is: good box-office.

The story is an entertaining mixture of "Dancing Daughters" of the rich sassiety people, racketeers, newspaper workings and slim romance. Joan Crawford is Bonnie Jordan, daughter of a wealthy Wall Streeter who has allowed her every freedom and never stinted on allowance. He dies a pauper and Bonnie takes a job as a reporter. Her brother is a weakling and takes to supplying his former friends with liquor. By this pleasant occupation he involves himself in a gang of cold-blooded racketeers and is forced to commit murder. He kills a reporter who knew too much and Bonnie is assigned the task of hunting him down, having not the slightest idea that it is her brother whom she is tracking. She finds out the truth, brother and the "bad men" fight it out to the death, and Bonnie, like a good trouper, tells all to her newspaper. There is a love story wandering through the picture which turns out for the best in the end.

The author has made good use of a couple of Chicago gangland stories that were carried in screaming headlines a year or so ago, and offers an interesting movie solution, which may or may not be based on truth. Harry Beaumont, using his well known talent for making box-office attractions, has done another good job in his direction of this one.

The entire cast is excellent, with particularly good performances by Clark Gable as the chief racketeer, Earle Fox, as his henchman, Cliff Edwards, as the murdered reporter, and William Bakewell as the brother. Poor Bakewell, he dies so well that it seems as though he is doomed to live a short life and a not too merry one for the benefit of pictures. Lester Vail, as the love interest, fails to impress and lacks that "something" to make him click. Joan Crawford dominates the picture with her vivid personality. Her voice and diction keep on improving and there need be no fears about this young lady losing her popularity for many a day.

As it now stands, the picture runs far too long. There are too many introductory scenes, too much garnishing around the meat course, and an unnecessary shower scene too obviously stuck in to make them gape. However, these things will undoubtedly be eliminated before the public sees it and then, when the public does, it will chalk up another good piece of entertainment to MGM's credit.

On Broadway In Coming Week

ASTOR—"War Nurse."
CAPITOL — "Passion Flower" (new).
CENTRAL — "Chained" (UFA picture).
CRITERION—"Hell's Angels."
GAIETY — "Devil to Pay" (new).
GLOBE—"Cohens and Kellys in Africa" (new).
MAYFAIR — "Danger Lights" (new).
PARAMOUNT — "Tom Sawyer" (new).
RIALTO—"Blue Angel" (UFA picture).
RIVOLI — "Royal Family of Broadway" (new).
ROXY—"The Middle Watch" (new).
STRAND—"Widow from Chicago" (new).
WARNERS — "Viennese Nights."
WINTER GARDEN—"Mother's Cry."

Warners in Nashville

Nashville. — Warner Brothers are to build a new theatre and office building here. The theatre will seat 2400, and the office building will be 12 stories.

Kutinsky Gives Up

Boston. — Morris Kutinsky, who came here recently intending to establish a chain of New England theatres, has given up the plan and has returned to New York.

Tradeviews

(Continued from Page 1)

good picture, whether it be made in America, Germany or elsewhere; they have told the producers with $60,300 in admissions that the less dialog there is in pictures the better they will like it; they have given further proof that Marlene Dietrich is around the top and going further; and, too, that Emil Jannings should be back in American studios doing the type pictures that made him a big star in the silent days.

Sets Fast Pace And Cast Is Fine

"MANY A SLIP"
Universal

Direction ..... Vin Moore
From Stage play by ..... Edith Fitzgerald and J. L. Ruskin
Screen play ..... Gladys Lehman
Dialog ..... Anthony Brown
Photography ..... Jerome Ash
Film editor ..... Harry W. Lieb

Cast: Joan Bennett, Lew Ayres, Slim Summerville, J. C. Nugent, Ben Alexander, Virginia Sale, Roscoe Karns.

Youthful romance and matrimony, based on misunderstandings and too much family interference, all interwoven with extremely good dialog and carried along with some first-rate acting make "Many a Slip" great entertainment, with sufficient box-office attraction to make it appear like money. It is the society farce type, based on the original play by Edith Fitzgerald and J. L. Ruskin, and adapted for the screen by Gladys Lehman.

"Many a Slip" is just the kind of picture audiences want to see these days. It hasn't any tragedies, except those minor ones which bring the laughs because they are occasioned by such trivial happenings.

True, its theme isn't particularly elevating and the situations revolve about a delicate subject. But Vin Moore, who directed, has handled both with such tact as to eliminate any objectionable suggestiveness or vulgarity. When the picture is trimmed down in spots it will be a rapidly moving farce, designed to entertain a not too critical adult audience.

Admirers of Joan Bennett will find her increasingly attractive in this type of picture. She seems to unbend, as her younger brother in the picture suggests, and to become more vital in the comedy atmosphere. She is still far from being a dynamic figure. The film won't serve to advance Lew Ayres in any great measure. Neither will it hinder his career, since he appears as a good-looking, honorable young man, bent upon doing the right thing by the girl he believes he has wronged.

J. C. Nugent is the figure who will be remembered. He is the gruff though ineffectual father of a family which includes a most modern wife, from whom he is separated, and two children.

The comedy of Virginia Sale and Slim Summerville is broad and hilarious as they play the roles of the maid and the plumber, respectively. Miss Sale gets her most amusing work across in a scene with the chiropodist and in her subsequent explanation of her delicate condition to her employers, who immediately suspect the worst. Summerville has one of the funniest parts he has ever played and does it with immense success. Roscoe Karns injects humor into his few scenes, and Ben Alexander is pleasing as the brother of Joan.

One of the nicest things about "Many a Slip" is the opportunity it gives every member of the cast to take the spotlight and do his stuff. In the main, however, it is the complications and mixups, all adequately "put over" through the dialog provided by Anthony Brown that makes the film a thoroughly satisfactory program piece.

"Morocco" Doing Top in St. Paul

St. Paul.—"Morocco" at the Paramount opened big and has been building ever since. Gary Cooper is a big draw and there was great interest in Marlene Dietrich. "Hell's Angels" at the Riviera is also doing fine business, S.R.O. being the rule.

The Tower with "Maybe It's Love" is doing better than for some time. "Madonna of the Streets" at the Orpheum, and "The Boudoir Diplomat" at the President are disappointing.

"Dude Ranch" to Be Jack Oakie's Next

Jack Oakie's next picture for Paramount will be titled "The Dude Ranch." It is from the story by Milton Kims, "The Lone Rider of the Mojave."

It will be adapted for the screen by Percy Heath and Lloyd Corrigan, and Frank Tuttle will direct. "Skeets" Gallagher, Stuart Erwin and Eugene Pallette are in the cast. No girl picked yet.

Selwyn Starts Work on "Among the Married"

Edgar Selwyn has started preparations for "Among the Married," his next picture for MGM. Mary Duncan and Leila Hyams have been engaged for the cast.

2 in Work at Columbia

Columbia will put two productions in work today: "The Flood," co-featuring Monte Blue and Eleanor Boardman, with James Tinling directing, and a Hoot Gibson western under the title of "Joaquin Murieta." Roy Neill will direct the latter, with a supporting cast consisting of Aileen Pringle, Walter Percival, Otto Hoffman and Sidney Bracey.

New Educ. Manager

Milwaukee. — J. A. Harris is the new branch manager for Educational, replacing E. J. Weissman, resigned.

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

Warners Will Have "In-between" Stars

Although Bebe Daniels and Barbara Stanwyck have a few more pictures to make under their contracts with Radio and Columbia respectively, Warner Brothers have entered into a deal with both companies whereby the two actresses will be permitted to make outside pictures between those called for in their original agreements.

●

Another Weekly Film Trade Paper

New York —Willard Howe, publisher of Moving Picture Review and Theatre Management, a monthly, will turn his publication into a weekly beginning the first of the year.

●

Powell As Cavalier

Herman Mankiewicz has authored a story, "The Cavalier of the Streets," which will serve as William Powell's next picture for Paramount. The yarn was suggested by a story by Michael Arlen.

●

The New Bow Picture

Paramount has selected a Dashell Hammett (as yet untitled) story for Clara Bow's next. The screen play is being written by O. H. P. Garrett, with dialog by Max Marcin.

●

Managers Switched

Chicago.—Harry Billings, who has been manager of the RKO Riverside Theatre, in Milwaukee, and William Singer, of the State Lake here, have swapped houses.

●

M.P. Club Seeks Members

New York.—The Motion Picture Club is seeking new members. It needs 75 to bring the membership up to 500.

●

Sunday Shows in Eldora

Des Moines.—The City Council of Eldora, without even taking a formal vote, has decided to permit Sunday movie shows, starting at once.

NEW YORK CITY

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"WAY FOR A SAILOR"

Capitol Theatre

Journal: It's a fair adventure yarn, filled with numerous shots of storms at sea and fights in various ports.

American: Good actor or bad, Jack Gilbert's name is synonymous with romance in a million minds. At the time when he needs strongest support he appears in a clumsily contrived story, loaded with cheap dialog and trite situations.

Sun: It is a rehash of the outdoor films that Lowe and McLaglen used to appear in and a touch of the merchant marine idea.

Evening World: Pretty bad. The content of the story is silly.

Herald-Tribune: Mr. Gilbert's misfortunes in the audible cinema continue practically unabated.

Telegram: Except for some rather realistic shipwreck scenes and the presence of stunning Leila Hyams, there is little to recommend this picture.

News: A decidedly inferior picture. One which isn't going to do Mr. Gilbert any good whatsoever.

Times: Strange mixture of low comedy and unconvincing romance, with Mr. Beery walking off with what honors are to be had.

Post: It would be hard to conceive of a more unfortunate vehicle for the metamorphosis of John Gilbert.

World: It seems the picture has been rehashed and rejoined until its continuity is all but lost.

"DANGER LIGHTS"

Mayfair Theatre

Evening World: We can't shower as much praise on the picture as on the Spoor-Berggren process. It is a conventional yarn of railroading.

Times: There is a good deal to admire in this new wide film. The story is reminiscent of the good old-fashioned thriller.

Herald-Tribune: The story has been made with almost elemental standards in so far as its adult appeal is concerned.

News: The Spoor-Berggen natural vision screen turns a fair picture into a bolt of extremely worthwhile celluloid entertainment.

American: A picture cunningly contrived to display natural vision. Robbed of this wide film, it would be an obvious little program attraction.

"THE TRUTH ABOUT YOUTH"

Strand Theatre

Post: The best piece of acting that David Manners has done yet is not sufficient to rescue the picture from a trite and over-talkative plot.

Evening World: It is to the players that any credit for the success of the picture must go.

Telegram: It is a weakly constructed and none too imaginatively treated innocous little offering.

Herald-Tribune: Unfortunately more of a moral tract than entertainment. It is fundamentally a dry document.

Times: Good screen story, briskly told and well, and it holds the interest.

American: An honest, forthright, well-enacted little comedy.

Sun: It might have been titled almost anything and it would still remain the same disappointing film.

Journal: Pleasantly entertaining. Well acted and directed.

News: Sustains interest throughout without resorting to anything startling in the way of story procedure.

"ONLY SAPS WORK"

Paramount Theatre

Post: Excellent fun.

Sun: Only intermittently clever. In fact, as a silent picture, it seemed much funnier.

Evening World: Something of a winner. Errol is the whole story.

Herald-Tribune: Thanks to the comedy talents of Messrs. Errol and Erwin, the new version has its genuinely amusing moments.

Times: It is eminently successful in making audiences laugh.

World: Leon Errol and his game knee make a delightfully insane hour or so for patrons of the Paramount this week.

American: Hilariously nonsensical picture. You're pretty sure to enjoy it.

Telegram: It is a delightfully insane offering, which, if it were not for the antics of Mr. Errol, would hardly be worthy of your attention.

Journal: Errol carries the entire story himself. And is very funny.

News: Laughs are loud, lusty and lingering.

"Red" Kann On Quigley's Daily

New York.—Maurice "Red" Kann will edit the Motion Picture Daily, formerly Exhibitors Daily Review, which Martin Quigley has taken over with his combination of papers. Colvin Brown, former Pathe exec, will be general manager of the combination, and James Cron has been set as advertising manager.

Arthur James, former editor of the daily, is out of the picture.

●

Studio Economies Hit the Phone Girls

They're making it tough for the boys in the studios now. Orders have been issued at several lots that all free telephone calls in or out, except those on company business, are not only off, but cannot be made from the studio offices even if paid for. The economy wave has eliminated several telephone girls and those left cannot handle outside calls. Anyway, the wife can't get you at your office now.

●

German Theatres In Talkie Shortage

Berlin.—The situation throughout Central Europe is so acute regarding available talking pictures that theatres which ordinarily run pictures a week are forced to hold talkers two and three weeks in order to keep something on their screens. And this procedure is costing the exhibs plenty.

●

"Skippy" Starts Soon

Production on the Paramount picture of "Skippy" will start soon under the direction of Edward Sloman. Jackie Cooper has been borrowed from Hal Roach for the lead, and Mitzie Green will play opposite. The original story was by Percy Crosby, the screen play by Sam Mintz, with dialog by Joseph Mankiewicz.

●

Tidden Has White Hope

Fritz Tidden, one of the great sporting authorities of the industry, has a new Bobby Jones in the person of Gene Ruggiero, whom he has entered in the Los Angeles $10,000 open golf tournament. Gene won the motion picture championship this year.

●

Joseph Urban in N.Y.

New York.—Joseph Urban is expected in New York from the Pacific Coast today.

●

$2,000,000 for Chaplin

(Continued from Page 1)

of March, with Chaplin to be present at the showing.

At the time of going to press this publication could not reach Chaplin or his manager for a confirmation of the above, but it is known that Charlie will handle all his foreign deals on his present picture, as has been the case with his past productions since joining United Artists. U. A. has distribution only in United States and Canada on the Chaplin subjects.

Synopsis of play now available

for motion pictures

"HER GREATEST ROLE"

by

Ferdinand Ujhelyi

●

Eighteen-year-old Blanche adores her distinguished father and is happily betrothed to the handsome Harry. But, facing the possibility of death in a serious operation, she is possessed of an aching hunger to see again the mother who left her as a child. Brook, her father, would give his heart to gratify her. But the mother he has taught her to revere as a beautiful and noble woman has sunk to the lowest depths and is rotting in a Chicago jail. Blanche believes her to have married again and to be living in South America.

Nevertheless, Brook does bring to their villa on the Riviera a beautiful and noble-looking woman whom he presents to the rapturous girl as the much-desired mother. We discover later that this is Deragon, star of the Paris drama. She has accepted the strange role out of pity for Brook and plays it well, not alone because she is a fine actress, but because first her sympathy, then her love is aroused for this adorable and adoring child.

The operation is performed. Blanche recovers her health. The wedding date is fixed. But there is danger in the air. These are August days, warm and sensuous. Beneath her attitude of gentle maternity there glows in Deragon the allure of the famous Paris actress, triumphant enslaver of men. Blanche's doctor, Brook, her father, Harry, her fiance, are all conscious of the visitor's magnetic attraction. There comes a mad moment when the young man loses his head and takes his bride's mother into his arms in anything but a filial embrace. Deragon, for a swooning moment, yields to his passionate kiss, his whispers of love, his attractive youth. But a glimpse of Blanche's picture is sufficient to restore her lost control. Tremulous with sincerity, she sends the chastened Harry back to his future wife.

Brook, too, has been affected by the proximity of the beautiful actress. The astute Blanche senses that her father will be hard hit when his "former wife" returns to her "present husband."

A Parisian friend arrives and recognises the supposed Mrs. Brook as the famous stage star. Deragon laughs the matter off as a case of mistaken identity. But an hour later a letter from Chicago falls by chance into Blanche's hands. It tells Brook of the death in prison of the wretched woman who has been his wife.

Blanche realises that a loving deception has been practised upon her. She determines to secure the happiness of Deragon and her father by a little intrigue of her own. She throws the household into consternation by feigning a relapse when Deragon announces her intention of returning to "South America." The deft little schemer holds "mother" on the spot with her fading lily tactics and cleverly thrusts her into her father's willing arms. The engagement accomplished, she revives to sudden radiance and admits she is as big a fraud as her mother—and as good an actress. "She comes by her talent naturally," says Deragon proudly, "She takes after her mother."

THE END

FERDINAND UJHELYI

Well Known
Hungarian
Playwright

"HER GREATEST ROLE" met with much success abroad.

Regarding motion picture rights to above play apply to

MAURICE REVNES, Ltd.

6777 Hollywood Boulevard Hollywood, Calif.

HEmpstead 3188

THE Hollywood DAILY REPORTER

Vol. II, No. 30 Price 10c TODAY'S FILM NEWS TODAY Friday, December 19, 1930

BIG DEAL FOR CHAPLIN

TRADEVIEWS
by W. R. Wilkerson

THE MOST astounding record ever hung up in the long history of the motion picture business is the one made last week at the Rialto theatre in New York, with the exhibition of the Paramount-UFA production, "Blue Angel."

In the first place, any picture that can break all house records at a theatre such as the Rialto during these times, MUST be an unusual picture and that is something of a present day record. The Rialto has been doing business at Forty-second Street and Broadway for 14 or 15 years and during that time has had the pick of the best that motion pictures has had to offer. It has been operating in all kinds of conditions, during the war, after the war, during the years of plenty, at the start of the talkie era, etc., etc. It is also operating at a time (the present) when business conditions are very bad. But with it all, this German-produced picture BROKE EVERY KNOWN BOX OFFICE RECORD for this house.

Why?

•

WE SAW "Blue Angel" several months ago in a Paramount projection room. We liked it, raved about it, but figured the public would not join in our enthusiasm.

We liked it because it had a good story, because this story was directed in a masterly manner by Josef von Sternberg, because of Marlene Dietrich and a superb performance by Emil Jannings. We thought the picture outstanding because it has less spoken lines than any other picture we have seen that could be designated as a talker.

BUT——

•

WE DID not think American audiences would go for it because of the fact that a great portion of the dialog is in German, because it is a German story with a German angle and because it is altogether extremely unusual.

So——

Last week's New York audience has told the story. They have endorsed, without any limitations, a

(Continued on Page 3)

Speedy Stuff

Bill Boyd quit work at the Pathe lot yesterday, changed his clothes, got into a plane with Dorothy Sebastian and headed for Las Vegas, Nevada, to be married. He will be back in time for work this morning. Fast worker, what?

Paramount Wants Original Stories

With the dearth of plays and published stories that have any value for screen purposes, Paramount is on the lookout for original stories.

It particularly wants dramatic yarns for Clara Bow and Nancy Carroll. It also wants a story with a fresh idea for Jack Oakie, and material for Buddy Rogers (not musicals), William Powell and George Bancroft.

•

Hays Asks Industry To Lay Off Wide Film

New York.—The Hays office has sent out a request to all producers, asking them to lay off experimenting with wide film until times get better.

The request also includes any work being done on lenses and any other equipment that has to do with wide film propaganda.

London Distributor Reported To Have Advanced $2,000,000 for British Rights for "City Lights"

London.—Charles Chaplin is reported to have closed the largest individual deal ever known in the British film industry in granting the distribution rights for his new picture, "City Lights," to a London distributor for an advance of $2,000,000 against 75 per cent of the gross income.

This deal only includes distribution in the United Kingdom and specifically states that Chaplin, or a representative designated by him, must O.K. every contract, that no contract shall be anything but a percentage, and that the minimum charge for any engagement shall not be less than 70 per cent.

The London premiere of the picture will take place around the first

(Continued on Page 2)

•

Roxy and Gang To Make Tour

New York.—Roxy and his Gang are going to start a coast-to-coast tour of the big cities shortly after the first of the year. They will give a two hour show in legitimate houses, playing week stands.

Madame Schumann-Heink will sing at but two performances each day.

•

MGM Holds Reisner

New York. — Charles "Chuck" Reisner's contract with MGM has been renewed for a year with an option for a second year.

$18,000,000 'U's' Budget in 1931-32

Universal's appropriation for production for its 1931-32 program is $18,000,000. This is $3,000,000 more than the last budget, which was the largest in its history.

The number of features to be made has not been definitely decided, but the number of shorts and serials will be the same as this year.

•

300 British Houses for Para. in 5 Years

New York.—It is understood that Paramount-Publix intends to have 300 theatres in Great Britain within the next five years.

The extensive building and buying program will not be confined to the British Isles, but will be extended to cities in other parts of Europe.

•

Lightman Chain Adds Another Theatre

Memphis.—M. A. Lightman, chain operator in this section and president of the MPTOA, has bought the Capitol theatre here, giving his chain five houses in this city. The rest of the houses in the chain, 32 in all, are in Arkansas.

•

"City Lights" to Open In N. Y. At the Cohan

New York. — The new Chaplin picture, "City Lights," will open at the George M. Cohan theatre here February 1, with Charles himself in attendance.

PARA. MUST STAND TRIAL IN PORTLAND TRUST SUIT

Portland, Maine. — Federal Judge James M. Morton, of this district ruled yesterday that Paramount-Publix must stand trial in a suit for $2,000,000 damages brought by the Strand Amusement Company of this city.

The exhibitor brought suit on the basis of the Sherman anti-trust law in that Paramount-Publix, through its theatres and exchanges, had caused the Strand company to sustain great losses. Paramount has until December 31 to answer.

Copyright Bill Coming

Washington.—A. H. Vestal, sponsor of the Vestal copyright bill, hopes to bring the bill before the Patents Committee here right after the holidays.

•

"Hell's Angels" Passed

Quebec.—In spite of the fact that the Ontario censors banned "Hell's Angels," the censor board of Quebec has passed it for showings in that province.

XMAS SUGGESTION WHY NOT A SUBSCRIPTION TO THE HOLLYWOOD REPORTER FOR A FRIEND IN THE INDUSTRY?

"EASIEST WAY" IS SPOILED BY POOR STORY TREATMENT

Production and Cast Excellent

"THE EASIEST WAY"
MGM

Direction .....Jack Conway
From the play by .....Eugene Walter
Adaptation .....Edith Ellis
Photography .....John Mescall
Film Editor .....Frank Sullivan
Cast: Constance Bennett, Adolphe Menjou, Robert Montgomery, J. Farrell McDonald, Marjorie Rambeau, Clara Blandick, Anita Page, Clark Gable.

Another opportunity for the voice of the hinterland to squawk about having "that kind of a woman" as heroine. All the production value, good acting and good direction cannot shove this picture into grade A rating because the story is decidedly a weak sister. It has neither sufficient hokum, "moral background" nor sophistication to wow them at the box-office, town or country. The cast is its drawing power.

The play from which the picture is taken, was daring in mother's day. Whether or not they have changed it much, we cannot say, not having seen the original. But in its present story form, it proves nothing. Why Laura Murdock chose "The Easiest Way" is no mystery. Why she finally leaves Brockton, after going back to him; why a beautiful girl with poise, brains and clothes cannot find work when she had no difficulty in getting it when she was poor and plain; why the end is so indefinite and weak are decidedly mysteries.

Jack Conway has given this production some excellent direction. The opening scenes of family life in a tenement are very, very well done. They are nicely balanced between pathos and humor. But unfortunately Mr. Conway had to go on with the story and his direction deserves far better support than that.

The cast too, is superior. J. Farrell McDonald as Pa Murdock, ex-longshoreman and chiseler supreme, is grand. Anita Page as the kid sister, is most natural and does some of the best work of her career. Robert Montgomery as Jack Madison, makes the most of a very good role. Adolphe Menjou, as Brockton, protector and dubious benefactor of Laura, gives a splendid performance. And of course there is the glamorous Connie Bennett, as Laura. Miss Bennett, despite the utterly false note of her character in the picture, is always good to watch. Her acting is O.K. and she again has the chance to show the femmes what to wear—and how. Several very good minor characterizations are offered by Marjorie Rambeau, Clara Blandick and Clark Gable.

The dialog is spotty. It is very good for the first few reels and then suffers attacks of dizziness which are perhaps largely due to the unbelievable characters of the people who speak the lines.

The cast and production will pull this one up, but they will never make it a satisfactory picture. In the classic words of Marie Dressler: "The greatest producer, the best actor, the finest supervisor and the cast mean nothing if you have not got the story."

Tradeviews

(Continued from Page 1)

ren all over Southern California. And it will be made so in a large part by the motion picture people who give from their bounty that those who need may share. They do not advertise their giving. They prefer that it be not known. Their reward is their own satisfaction in a good deed, well done, and in His words:

"Inasmuch as ye have done it unto one of the least of these, my brethern, ye have done it also unto me."

Mary and Doug On Wire For Opening

New York. — Mary Pickford and Douglas Fairbanks will have their say to the opening night audience at the Criterion theatre here for the premiere of "Reaching for the Moon." It will be done via long distance phone from Beverly Hills.

MGM Assigns Writers

Elmer Harris, Adela Rogers St. John and Malcolm Stuart Boylan have been assigned stories for screen treatment at MGM. Harris will do "Stepping Out," Miss St. John, "Copy Cat," and Boylan is doing the dialog for "Shipmates."

Premiere at Filmarte

The French version of RKO's "The Royal Bed," directed by Henri de la Falaise, will have its premiere at a midnight showing at the Filmarte Theatre, December 27.

N.Y. Business in the Dumps; Chicago and Phila. Spotty

(Continued from Page 1)

CRITERION — "Paid," first week, $21,750.
EGYPTIAN — "Fast and Loose," a Brodie with $3,100.
LOEW'S STATE—"Holiday" (second run for town), O.K. with $26,000.
ORPHEUM — "Boudoir Diplomat," poor with $12,800.
PANTAGES — "Renegades," a flop with $10,200.
PARAMOUNT — "Along Came Youth," in red with $18,700.
RKO—"Tol'able David," fair with $15,750.
UNITED ARTISTS — "Abraham Lincoln," first week, $19,400.
WARNERS HOLLYWOOD—"College Lovers." $12,500.
WARNERS DOWNTOWN—"A Soldiers Plaything." $13,500.

Broadway Theatres Still in the Dumps

New York.—With the exception of the Rialto, which did a smashing business on the first full week of "Blue Angel," as reported in this publication yesterday, business in all houses was in the dumps. With the possible exceptions of the Rialto, Rivoli, Winter Garden and Mayfair, all other houses had to dig deep in the vault to pay out. These are the figures:

ASTOR—"War Nurse," eighth week, $8000. Plenty loss.
CAPITOL—"Remote Control," $65,000.
GLOBE—"Boudoir Diplomat," bad at $13,500.
MAYFAIR—"Sin Takes a Holiday," second week. O.K. at $25,800.
PARAMOUNT — "Follow the Leader," $57,200. Better than last week, but poor.
RIALTO—"Blue Angel." The house record, $60,300.
RIVOLI — "Morocco," fourth week. O.K. with $33,000.
ROXY — "Lightnin," second week. Plenty bad with $58,700.
STRAND—"Scarlet Pages," $23,100. Better than last week.
WARNERS — "Viennese Nights," fourth week. $9500.
WINTER GARDEN—"Mothers Cry," second week, $24,000.

"Morocco" High Spot In Philadelphia Week

Philadelphia.—"Morocco" at Keith's theatre was the high spot in the theatre business this past week. This Marlene Dietrich picture drew $23,400, probably the best business the house has done since it opened. Other receipts were:

ALDINE—"Hell's Angels," in its third week, dropped to $8100.
BOYD—"Sin Takes a Holiday," in its second week, was good enough to pull in $12,400.
EARLE—"Man to Man" did fairly well, getting $17,400.
FOX—"Just Imagine" got $27,900.
MASTBAUM — "The Cat Creeps" dropped the house gross to $41,000, a big loss from "Min and Bill" the week before.
STANLEY — "DuBarry" was a little better than "River's End," getting $12,800.
STANTON—"Min and Bill," in this house for a second run, took $14,800 as against $6100 for "Africa Speaks," the preceding week.

"Min and Bill" Hits High Mark in Chicago

Chicago.—"Min and Bill" packed 'em in at McVicker's, getting $40,000 on the week, more than double what "Feet First" got the week before. This was the high spot of the week.
CHICAGO—"Just Imagine" flopped a bit, taking $40,000 as against the $50,200 for "Tom Sawyer" the previous week.
ORIENTAL—"Billy the Kid" fair with $31,000.
PALACE—"Tol'able David" kept the house gross about even, taking $22,500.
UNITED ARTISTS—"Hell's Angels," in its third week, is holding up well, the gross being $26,500.
WOODS — "Today," in its second week, pulled in $11,000.

B.B.B. Says:
A Bite, A Loff Without Formality
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 8382 HOllywood 9159

Burlesque News Reel Very Funny

A new picture company has come into being called Scoop Scandals, Ltd. It is being sponsored by Rudolph Mayer and Lou Ostrow and they previewed the first of their series of Cartune News Reels last night. The idea for this burlesque news reel was conceived by John Decker, of the New York World. Leonard Sachter does the photography.

The first showing of this novel short was heartily received by a large preview audience and deservedly so. There has always been a good spot for someone to come along and fill in, with a few reels of kidding, the weekly news output. The caricatures of Al Smith, Cal Coolidge and Mussolini have been very well done. The gags are good and are well supported by laugh lines. They take a good crack at Congress through the medium of a Will Rogers cartoon and for fillers-in they picture an endurance flight and a bit of human interest along the lines of "romance." The only comedy that failed to "click" was a Leon Errol episode which was decidedly weak.

Elmer Young has done a good job as head animator for these cartoons. The only fault of this news reel lies in the synchronization and at times the talk was not clear, which may or may not have been the fault of the recording.

No release has been arranged for this series as yet but it is rumored that there is a deal on with MGM.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

THE Hollywood DAILY REPORTER

Vol. II, No. 29 Price 10c TODAY'S FILM NEWS TODAY Thursday, December 18, 1930

BIG STORY SHORTAGE

TRADEVIEWS
by W. R. Wilkerson

FROM THE time, nearly 2000 years ago, when the Wise Men journeyed into the East bearing gifts to the Babe, Christmas has been the children's season. More than that, it is the season when he who has feels impelled to give to him who has not.

Perhaps nowhere in the world is this Christmas spirit, this impulse to help the less fortunate, stronger and more sincere than among the members of the picture colony in Hollywood. Every year they have given freely, willingly, gladly, to cheer those who have less than their share of the things that Christmas means.

The past year has been tough. Times have been hard, living has been high, work, at times, has been scarce. But all these things have made no difference to the picture people when it comes to the question of their Christmas giving. On the contrary, these trials in which all have shared seem to have spurred them on to even greater efforts.

•

THE GIVERS themselves do not tell of their gifts. Their left hands do not know what their right hands do. But others tell. And they have told of the star, recently back from Europe, who shipped back from there nearly $50,000 worth of toys for the children in the charitable institutions of this section. They have told of the actor who has engaged a Boulevard restaurant for the day and will supply turkey dinners to 1500 unemployed. They have told of another star who will entertain all the inmates of a large orphanage at her home for Christmas dinner. They have told of the theatre man who is sending hundreds of dollars worth of toys and other gifts to three orphanages—a Jewish, a Catholic and a Protestant.

•

AND THEY have told of the many whose Christmas cards are postals sent out by an hospital or other insituation, telling the recipient that the person whose greetings the card conveys has contributed his Christmas card money to that institution.

It will be a joyous Christmas for thousands of men, women and child-

(Continued on Page 3)

Yesterday's Lows

The low quotations on yesterday's principal film stocks were:

Fox 24⅛.
Loew 41¾.
Paramount 34¾.
Radio 13⅜.
Warners 9¾.
They all closed higher.

Auto Group Is Forming Chain

Detroit. — With the automobile business what it is and the theatres in the same dumps, it looks as if some of the automobile crowd are in for more headaches with the formation of a company with $1,500,000 capital for buying and building houses in Michigan.

•

Paramount To Screen "Farewell to Arms"

Ernest Hemingway's much-discussed "Farewell to Arms" is to be screened by Paramount with Gary Cooper in the lead. Richard Wallace probably will direct, and Fay Wray is being talked of as the leading woman.

•

Fox W. C. Audit

Forty accountants from Price, Waterhouse & Company are going over the books of Fox West Coast for an annual audit.

With More Than 500 Pictures To Make, There Are Less Than 75 Stories or Plays That Are Suitable

With producers trying to line up their coming year's programs, which will aggregate more than 500 feature productions, they find themselves in the midst of the worst shortage of suitable story material ever known in the history of motion picture production.

There are no more than 30 plays and the same number of books now on the market that are suitable for motion picture production, which makes it imperative that the studios revert to the original story, written direct for the screen, or go back to re-hashing the old outstanding silents.

This alarming shortage of story material is because the producers have gone in so heavily for plays since the inception of talkers. This practice discouraged the seasoned original screen writer.

If this demand for immediate help is not heeded by the old-timers, new writers will have to be considered and developed by the producers if they are to relieve the situation.

•

Goldwyn Signs Michael Arlen

London.—Sam Goldwyn has signed Michael Arlen to write a screen adaptation of the Arlen story, "What Fun Frenchmen Have."

Goldwyn will leave England about the middle of January for America.

'HOLIDAY' AND 'PAID' TOP FAIR WEEK IN L.A. HOUSES

Business in local houses was a bit off from the week previous, but still fair for this time of the year. "Holiday," at Loew's State, and the Joan Crawford picture, "Paid," did the top business of the town. "Morocco" and "Min and Bill" held up in their long runs at the Chinese and Carthay Circle. Here are the figures:

CARTHAY CIRCLE—"Min and Bill," fourth week, $13,250.

CHINESE — "Morocco," third week, $21,500.

(Continued on Page 3)

Saperstein Houses Book Radio Pictures

Chicago. — The Aaron Saperstein string of 11 houses here has bought all the features and shorts that Radio Pictures will release next year.

•

John Barrymore Ill

John Barrymore is ill with jungle fever, contracted during his recent cruise in Central American waters. His condition is serious, but not critical.

"Amer. Tragedy" For Para.–Maybe

New York. — Paramount is again talking "The American Tragedy." It has a lot of money sunk in this story, which has been in and out of preparation eight or ten times.

Present thought is it will go through this time, with Phillips Holmes in the lead, John Cromwell directing, and O. H. P. Garrett writing the screen play.

•

Universal Backing N. Y. Legitimate Play

New York.—The dope is that Universal is putting up the money for the production of "The Devil Is a Lady," with Olive Borden as the lady.

•

U. A. 10% Cut Vanishes

New York.—The 10 per cent office cut instituted by United Artists some time ago is out and all those cut will start receiving their full salaries next week.

•

Operation for Gaynor

Friends of Janet Gaynor heard yesterday that she was operated on in a hospital in Honolulu for appendicitis.

•

Goldstone to N. Y.

Phil Goldstone, production head at Tiffany, is leaving for New York to consult with Grant Cook regarding further Tiffany productions.

•

Stone in "Front Page"

Georgie Stone has been added to the cast of "Front Page." He will play the character of the crook.

HOWARD ESTABROOK
Is Adapting "MADAME JULIE" For Radio Pictures

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

FIRST NATIONAL STUDIOS
Warner Brothers Productions
Pictures in Preparation

"THE RULING PASSION"—Adapted from the story, "Idle Hands," by Earl Derr Biggers, screen play by Julian Josephson, dialog by Booth Tarkington. Director, Alfred E. Green. Starring George Arliss, with Mrs. Arliss the only member of the cast selected.

"THE DEVIL WAS SICK"—From the French farce by Jane Hinton. Screen play and dialog by Joseph Jackson and Raymond Griffith. Director, Michael Curtiz. Cast includes Frank Fay, Marion Marsh, Joan Blondell, Sidney Blackmer, Charles Winninger, Tyrrell Davis and Allen Mowbray.

"SVENGALI"—From "Trilby," by George du Maurier. Adapted by J. Grubb Alexander and to be directed by Archie Mayo. Starring John Barrymore, with David Manners only cast selection.

First National Productions
Pictures in Preparation

"PARTY HUSBAND"—From novel by Geoffrey Barnes, adaptation and dialog by Charles Kenyon, to be directed by Clarence Badger. Cast includes Dorothy Mackaill, James Rennie, Dorothy Peterson, Noah Beery, Helen Ware, Don Cook and Gilbert Emery.

UNTITLED—Richard Barthelmess picture, from original by John Monk Saunders, to be directed by John Francis Dillon. In the cast are Fay Wray, Regis Toomey, Robert Elliott and Clark Gable.

"BIG BUSINESS GIRL"—From story by H. N. Swanson and Patricia Reilley, adapted by Robert Lord and to be directed by William Seiter. In the cast are Loretta Young, Frank Albertson, Ricardo Cortez, Joan Blondell, Harold Minzir, Dorothy Christy and Norman Phillips, Jr.

TEC-ART STUDIOS
Pictures in Production

"VOICE OF HOLLYWOOD"—Series, produced by Louis Lewyn.

"VAGABOND ADVENTURES"—Series, produced by Tom Terriss and directed by Elmer Clifton.

"MICKEY MOUSE"—Series, produced by Disney Brothers.

Pictures in Preparation

"KING OF THE WILD"—A serial from story by Wyndham Gittens and Ford Beebe, produced by Mascot Pictures, with Richard Thorpe directing and Walter Miller featured.

Hornblow Returns; Coast Crowd Confers

New York.—Arthur Hornblow is set to arrive here from Europe tomorrow and will immediately go into conference with Bob McIntyre, casting head of United Artists, and other studio heads now here regarding "Street Scene," which goes into production soon on the Coast.

Ethel Sutherland in 'New Moon' Cast

Having completed her work in "Finn and Hattie Abroad," Ethel Sutherland has been assigned the role of Goldie in the production of "New Moon." Both are Paramount pictures.

Bobby Jones Helps On His Golf Scripts

Atlanta.—Bobby Jones is helping a Warner writer dope out the scenarios for his forthcoming Spring production of the golf shorts that will be made in the Warner studios in Hollywood.

Cortez at First Nat.

Ricardo Cortez will have a part in the First National production of "The Business Girl" when it goes into production after the first of the year.

First National Music Department a Stepchild

What there is left of the music department of the Warner-First National studios will be found housed in a small section of the south administration building at the Burbank lot. Heretofore this department was in a spacious building erected for its exclusive use.

For the present, or until the producers are satisfied that there is a bigger market for screen musicals, this department will be devoted to synchronizing scores. Arthur Franklin is in charge.

Keisling Resigns His Wampas Committee Job

Barrett C. Keisling, chairman of the Credentials Committee of the Wampas, has resigned and is succeeded by Mark Larkin. Barrett founded the committee and it has been very valuable to the organization, saving many annoyances to studio publicity departments.

Bombs in Milwaukee

Milwaukee. — Labor difficulties were accountable for the bombing of the Columbia theatre here. This is the third house to receive such treatment in the past four months.

MGM Dogs Enlist in Foreign Legion

The next "all-dog, all-talking" comedy to be produced by Metro-Goldwyn-Mayer will be "The Dog-on Foreign Legion," a travesty on the many pictures of this type that have been made.

Oscar, who has handled the feminine sex appeal in all the dog pictures, will again strut his stuff in this one. Jules White and Zion Myers will, of course, direct.

Dick Anderson Is With Advance Trailer

New York.—Dick Anderson, former sales head for newsreels released by Universal, has been appointed Southern district manager for the Advance Trailers and will leave for Atlanta soon to take up his duties. He will make his headquarters there.

More Houses for Chile

New York.—Five more large theatres, having a combined capacity of 20,000 and costing 16,000,000 pesos, are to be built in Santiago, Chile. The country now has 465 picture theatres which bring in 68,000,000 pesos annually.

Mauk Chain Books Pathe

Phoenix, Ariz.—Pathe has sold its entire output to the George Mauk chain of six houses operating in this State.

Music Leaders

in sale of sheet music for the New York district, as reported by the Plaza Music Company for the week ended December 13.

"Three Little Words" ("Check and Double Check")—Harms.
"When the Organ Played at Twilight"—Santly.
"You're Driving Me Crazy"—Donaldson.
"Sweet Jennie Lee"—Donaldson.
"Moonlight on the Colorado"—Shapiro Bernstein.
"The Little Things in Life"—Berlin.
"I'm Yours"—Famous.
"Body and Soul" (Three's a Crowd")—Harms.
"Baby's Birthday Party"—Famous.
"Here Comes the Sun"—Robbins.
"Sing Something Simple" ("Second Little Show"—Harms.
"Sweetheart of My Student Days"—Feist.

Day and Date Xmas Play On "Kismet"

New York. — First National has booked a day and date run in 125 towns, starting Christmas day, for the general release of "Kismet."

THE Hollywood REPORTER
TODAYS FILM NEWS TODAY

PUBLISHED DAILY
EXCEPT SATURDAYS, SUNDAYS AND HOLIDAYS

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

------Use This Blank and Mail to-------

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....
Address.....
City.....
Occupation.....

THE Hollywood DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editor offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

Webb-Douglas Will Shoot at Universal

The Webb-Douglas Productions, about to start on the first of a series of Thrillo-dramas for Sono-Art, will use the Universal studios in addition to their own on Sunset Boulevard for the filming of "Swanee River."

The cast for this picture will be headed by Thelma Todd, Grant Withers and Philo McCullough. Raymond Cannon will direct.

●

Michigan Exhibs Beating Operators

Flint, Mich. — Managers of independent theatres here have banded to cut down overhead in their booths. They have fired the union boys and, instead of the regulation force, are only using one operator on a shift, with an assistant to rewind and trim.

●

Hughes Wants Capra

Howard Hughes has made overtures to Jack Cohn for the release of Frank Capra, with a substantial sum offered to cinch the deal. Cohn refused the offer.

●

Murphy with MGM

Dudley Murphy has been engaged by MGM to direct a short, featuring Leo Diegel, Cliff Edwards and Anita Page. Murphy is the producer and director of "The St. Louis Blues," now at the Filmarte theatre.

●

S. T. Godfrey with Fox

New York.—Fox has engaged Samuel T. Godfrey as a stage director. Mr. Godfrey has been with the legitimate theatre for several years, directing the Skowhegan Players for the past three.

●

Foreign Actor Coming

New York.—Hans von Twardowski, noted foreign actor, arrived here yesterday and leaves at once for the First National studio in Hollywood.

St. Petersburg, St. Paul and Jacksonville

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

ST. PETERSBURG, FLA.

"MIN AND BILL"

Plaza Theatre

Evening Independent: Intensely interesting, sordid and drab though it is. The work of the cast is excellent.

"LADIES OF LEISURE"

Capitol Theatre

Evening Independent: One of the best pictures since the sound pictures were developed. It is entertaining and holds interest at all times.

"THE CAT CREEPS"

Plaza Theatre

Evening Independent: All the thrills that were found in the stage play and a few additional ones added to make it more exciting.

"SEA LEGS"

Alcazar Theatre

Evening Independent: As Jack Oakie goes—well, so he goes. It was funny.

"CZAR OF BROADWAY"

Cameo Theatre

Evening Independent: Several sequences are above ordinary level.

"RENEGADES"

Alcazar Theatre

Evening Independent: Well played and adroitly directed, this is an interesting drama.

"RIVER'S END"

Plaza Theatre

Evening Independent: On the whole, it is worth seeing.

ST. PAUL, MINN.

"TOM SAWYER"

Paramount Theatre

Daily News: Excellent entertainment. Effective, showmanlike translation of a story that has delighted children of all ages.

"TOL'ABLE DAVID"

RKO-Orpheum Theatre

Daily News: Will be ranked in one of the highest places. Brings to the screen a new star and to the spectator a vivid emotional experience.

"LIFE OF THE PARTY"

Riviera Theatre

Daily News: Merriment in wholesale quantities.

"HEADS UP"

Tower Theatre

Daily News: It's just another film, evidently produced in the belief that Charles Rogers and Helen Kane can carry any vehicle, no matter what its capabilities.

JACKSONVILLE, FLA.

"MOROCCO"

Florida Theatre

Times-Union: A superbly produced drama.

"JUST IMAGINE"

Palace Theatre

Times-Union: Should have a general appeal. It is something different in movie annals and well worth seeing.

"OH, FOR A MAN"

Imperial Theatre

Times-Union: Entertaining and genuinely humorous sophisticated farce.

"WAY FOR A SAILOR"

Florida Theatre

Times-Union: Mr. Beery is in the limelight throughout, and from the standpoint of laughs and genuine enjoyment, the picture is his.

"RIVER'S END"

Imperial Theatre

Times-Union: Rather mild melodrama, but if you are particularly interested in Charles Bickford, there is enough action to maintain your interest.

Dunning Plans European Hook-up

Carroll Dunning, head of the Dunning Process, will leave here next Monday for New York and will sail on the Bremen for Berlin to discuss with Frederick Zelnik, of the Berlin studios, the filming of backgrounds for foreign versions to be produced by Radio.

While Dunning is in Berlin he will plan the establishment of a Dunning Laboratory to make process shots for other foreign producing organizations.

●

Song Writers Get Two Hits in Succession

Gordon Clifford and Harry Barris, the writers of "It Must Be True," now the number one song throughout the country, have authored a second song, "I Surrender," which promises to hit top spot within the next month. It will be published by a new independent publishing concernt, the Powers Music Company, with headquarters here.

●

Three Go in Work at Fox

Three feature productions went into work yesterday at the Fox studios. They are "Mr. Lemon of Orange," with El Brendel featured; "More Than a Kiss," featuring Edmund Lowe and Jeanette MacDonald, and "Doctors' Wives," featuring Warner Baxter and Joan Bennett.

●

Feist Closing offices

Both the Los Angeles and San Francisco offices of the Feist Music Publishing Company are being closed. Harry Coe, western representative of the concern, will make western headquarters at his home. This is to meet the present emergency call for economy.

PRODUCTION NOTES

Lita Chevret engaged for the cast of "Kept Husbands" at Radio Pictures. Charles Sellon to the cast of "Private Secretary" at the same lot.

●

Johnny Arthur engaged for "Parading Pajamas," a Pathe short. Ben Hendricks, Jr., will be in the same cast.

●

Harry Sweet engaged to direct "Next Door Neighbors," a two-reeler for Pathe, featuring Franklin Pangborn.

●

Betty White, who wrote the prize college story, "I Lived This Story," has been added to Paramount's writing staff.

●

Gordon Kahn is back on the MGM writing staff as a screen writer.

●

John St. Polis added to "Doctors Wives," at Fox.

●

Joan Castle, the radio star imported here from Broadway by Fox, will make her screen debut in "Mr. Lemon of Orange."

Synopsis of play now available

for motion pictures

"THE PEACEMAKERS"

by ALICIA RAMSEY

From the day when their mighty ancestor took defiant possession of the great estate over which old John Champney rules today, the Champney family has been distinguished for its good looks, its clannishness and its passion for violent family rows. In their turbulent history, brother had slain brother, father son, husband wife. Old John Champney himself has turned the daughter he adored out of the house because her choice of a mate clashed with his wishes. And now his iron pride and violent temper are in roaring conflict with the iron pride and violent temper of his granddaughter, Margaret, child of that forbidden marriage and last heiress of her tempestuous line.

Unless Margaret Dalrymple marries her cousin, Richard Champney, the grand old name is forever lost. True, Richard, carried to India by his mother as an infant after a family row, is—according to his portraits—a disappointing specimen of the race—a mere five foot nine, with weak chin and inquisitive nose. But these frivolous reasons do not justify Margaret for such black treason against the family as her defiant intention to marry a certain Reggie Carew.

God! What a battle! The old man orders his granddaughter out of the house. She retorts with blazing defiance. A couple of aunts mix in on opposite sides. The air is blue with genteel imprecation. But the most startling contribution to the feud comes from the white-haired priest, William Champney—the family produces a peacemaker with each generation and he is hastily bustled into the church—who solemnly declares that neither food nor drink shall pass his lips until his beloved brother John and his adored niece Margaret, granddaughter of the woman he has loved and lost, shall join hands in peace.

William is a Champney too, despite his cassock. He grows wan and white, while Margaret agonises, but cannot yield. She is supported by her lover—who fights like a Champney himself. Old John Champney, terrible in his rage and grief, may follow his brother to the grave, but he will never give way.

Margaret, blamed by all for the deadlock, her heart torn by her uncle's suffering, cannot bow. But when the aged ascetic suffers a heart attack and refuses the stimulant that will save him, she realises in black despair and self-contempt that she is giving way. She is no Champney—the taint of Dalrymple must be strong in her! She goes to the bedside of the failing priest. And there she comes face to face with her glowering grandfather—the arch enemy. It is no use. The beloved uncle may die before her eyes. She cannot yield. She is Champney through and through. She will battle to the death. Old man and young girl, who hate and adore each other, stare blazingly into each other's eyes. "I will keep my word!" declares Margaret. "And I!" thunders old John Champney. "And I!" comes the faint murmur of the indomitable priest.

At which moment of crisis Richard Champney, the Indian cousin, is announced. He enters. Margaret is stricken dumb. For this is her betrothed, Reggie Carew. No! This is a Champney surely. He is in the thick of a quarrel in an instant, has a word of defiance for all, strides through them to the bedside and offers the stimulant to the priest, who accepts it with a faint smile, knowing all is well.

Richard lingers only to explain that he would never have won Margaret had he been presented to her as her destined husband. He orders her peremptorily away with him, leaving the family engaged in a deadly battle as to which of the contending trio would have given way had the issue not been so happily decided.

THE END

ALICIA RAMSEY

Author of

Only A Model	**Produced in London**
Golfer Jorgo	**Produced in London**
Isle the Chosen	**Produced in London**
Her Guardian Angel	**Produced in London**
Bridge	**Produced in London**
Eve's Daughter	**Produced in London**
Byron (in collaboration with Rudolph de Cordova)	**Produced in London**
Monsieur de Paris	**Produced in London**
The Password	**Produced in London**
As A Man Sows	**Produced in London**
The Mandarin	**Produced in London**
Honor	**Produced in London**
Edmund Kean	**Produced in London**

•

Wrote Several London Hippodrome Spectacles, Including

The Bandits The Redskins The Golden Princess The Earthquake The Typhoon The Volcano The Sands o' Dee

Regarding motion picture rights to above play apply to

MAURICE REVNES, Ltd.

6777 Hollywood Boulevard Hollywood, Calif.

HEmpstead 3188

THE REPORTER DAILY

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

Instead of displaying the name of the picture in electrics on the front of the Gaiety Theatre in New York, Sam Goldwyn will use the entire front for the name of Ronald Colman. It will be the largest display of a star's name ever seen on Broadway and is a tip-off from Sam Goldwyn that the name of Colman alone means more in his estimation than the combination of star and the picture—"The Devil to Pay."

●

Several years ago, George Jessel walked out on the Warners with their proposed sound production of "The Jazz Singer." Georgie had different ideas than the Warners. Al Jolson went in and that dated the start of sound. Now Georgie is trying to get Warners to do a full-length talkie of the play.

●

The most expensive camera in the world is now being rented out here at $5 per day. Cost of the camera is set at $55,000 because it is the only asset the angel of a picture company could liquidate after he had financed the outfit to the extent of 55 grand.

●

Uncle Sam may have a lot of faults, but when a pinch comes, he's not a bad creditor. A writer in one of the major studios sent his check on the Bank of Hollywood to pay the final instalment of his income tax two days before the bank closed. The day of the closing he had a phone call from the Internal Revenue Collector's office. He began to sputter, when the caller said: "Wait a minute. Don't get excited. I just want to say that we appreciate what has happened. We'll hold your check for 30 days and then send it through again. If things are not all right then, we'll hold it another thirty days. I guess it'll be fixed up by that time."

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

UNIVERSAL STUDIOS

Pictures in Production

"FIRES OF YOUTH"—Starring Lew Ayres. Featuring Genevieve Tobin. Direction and story by Monta Bell. Dialog by Monta Bell and James Whittaker. In the cast: Purnell Pratt, Kenneth Thomson, Frederick Burt, Frank McHugh.
SLIM SUMMERVILLE (omedy No. 8)—Starring Slim Summerville. Directed by Stephen Roberts. Tom Kennedy and Sally Blane heading cast.
LLOYD HAMILTON (Comedy)—Starring Lloyd Hamilton. Directed by Harry Edwards.
MURRAY-SIDNEY (Comedy No. 7)—Co-featuring Charlie Murray and George Sidney. Directed by Charles Lamont.
"HEROES OF THE FLAMES" (Episode No. 11)—Featuring Tim McCoy and Marian Shockley. Directed by George Hill.
"RESURRECTION" (Spanish)—Co-featuring Lupe Velez and Gilbert Roland. Directed by Edwin Carewe. Adaptation by B. Fernandez Cue. In the cast: Faust Rocha, Blanca de Castejon.

Pictures in Preparation

"SEED"—From the novel by Charles G. Norris. To be directed by John M. Stahl.
"THE UP AND UP"—From the stage play by Edith Fitzgerald and Martha Madison. To be directed by Edward Laemmle.
"THE IRON MAN"—From the novel by W. R. Burnett. To be directed by Tod Browning. Lew Ayres to be starred.
"DON JUAN DIPLOMATICO" (Spanish)—Featuring Alia Montalvan and Faust Rocha. Directed by George Melford.

Pictures in Editing

"MANY A SLIP"—Featuring Lew Ayres and Joan Bennett. Directed by Vin Moore.
"RESURRECTION"—Co-starring John Boles and Lupe Velez. Directed by Edwin Carewe. Adaptation and dialog by Finis Fox.
"DRACULA"—Featuring Bela Lugosi, David Manners, Helen Chandler, Dwight Frye and Edward Van Sloan. Directed by Tod Browning. Adaptation and dialog by Tod Browning and Garrett Fort.
"DRACULA" (Spanish)—Featuring Carlos Villarias and Lupita Tovar. Directed by George Melford. Adaptation and dialog by B. Fernandez Cue.
"LIEBE AUF BEFEHL" (German)—Featuring Olga Tschechova, Johannes Riemann and Tola Birrell. Directed by Ernst Laemmle.

Warner Bros.-Lillie Decision Appealed

Roger Marchetti is making an appeal to the Supreme Court in the interests of Beatrice Lillie to set aside the decision of the Superior Court in her action against Warner Brothers for taking cutouts from a Lillie picture and making and exhibiting a short reel from them.

The Superior Court ruled that there was no law to govern such a practice and dismissed the case.

●

Jean Helvling To Wed

Jean Helvling, French screen actress brought here recently by Warners to act in French versions, has filed intentions to marry M. Ernou, French naval officer. They will spend their honeymoon abroad and return here next February to resume her contract with Warners.

●

J. J. Harwood Again Heads Cleve. Exhibs

Cleveland.—J. J. Harwood, for the sixth time has been elected president of the Cleveland Theatre Owners' Association.

●

Denver Exhib Murdered

Denver.—W. J. Carter, owner of two Denver houses, was held up in his garage and murdered.

Mabel Normand's Estate Is $73,835

Mable Normand left an estate of $73,835, according to an appraisement of her property on file in the probate court. The two largest items were real estate at 526 Camden drive, Beverly Hills, valued at $20,000, and jewelry and silverware which was appraised at $35,702.

Under the will, the entire estate, except for $1, was left to Miss Normand's mother. Lew Cody was left $1 with the explanation that "he is well provided for in his own separate property."

●

Amplion Sued by W.E.

New York.—Western Electric has brought suit against Amplion Corporation and two of its officers, John W. Woolf and William L. Woolf, charging unfair competition and patent infringement, and asking for injunctions and an accounting.

●

Song Writer Now Actor

While the demand for song writers in Hollywood is far below zero, Harry Akst, composer of a score or more song hits, has turned his efforts to acting and will don the grease paint for the part of a song doctor in "June Moon," now in production at Paramount.

PRODUCTION NOTES

Dale Van Every, formerly of the MGM writing staff, added to the Universal staff.

●

Universal has exercised its option on Slim Summerville at an increase in salary.

●

Zasu Pitts and Slim Summerville added to "Gambling Daughters" at U.

●

Sandra Ravel, Lillian Elliott and Stella Adams to "The Single Sin" at Tiffany.

●

John T. Goodrich engaged by Tiffany to write treatment for "Morals for Women."

●

Webb-Douglas has signed Raymond Cannon to direct the first of a series of Thrillo-dramas to be released through Sono-Art.

●

Complete cast for "The Devil Was Sick" at Warners includes Frank Fay, Marian Marsh, Joan Blondell, Sidney Blackmer, Charles Winninger, Tyrell Davis and Allen Mowbray.

●

David Manners to "Svengali" at WB.

●

Robert Elliott and Clark Gable to untitled Barthelmess at FN.

●

Frank Albertson, Joan Blondell, Harold Minzer, Dorothy Christy and Norman Phillips, Jr., to "Big Business Girl" at FN.

●

Complete cast for "Party Husband" at FN. includes Dorothy Mackaill, James Rennie, Dorothy Peterson, Noah Berry, Helen Ware, Don Cook and Gilbert Emery.

●

Leo Carillo added to cast of "Platinum" for James Cruze Productions through the Morrison office.

●

Eleanor Flynn has been added to the cast of "Mother's Millions" at Liberty.

●

Roberta Gale, Valma Valentine and Edna Murphy added to cast of "Private Secretary" at Radio Pictures.

●

Robert McWade engaged for cast of "Kept Husbands" at Radio Pictures.

●

O. P. Heggie has been added to the cast of "Madame Julie," which Victor Schertzinger will direct for Radio Pictures.

●

Robert Homans and Broderick O'Farrell have been added to the cast of "Drums of Jeopardy" at Tiffany.

●

Irene Dunn will play opposite Lowell Sherman in "Bachelor Apartments" at Radio.

●

June McCloy and Thelma Todd added to "June Moon" at Paramount.

THE Hollywood DAILY REPORTER

Vol. II, No. 28 Price 10c TODAY'S FILM NEWS TODAY Wednesday, December 17, 1930

FEAR CENSORSHIP IN N.Y.

TRADEVIEWS
by W. R. Wilkerson

IF HOWARD HUGHES is a "sucker producer," we would like to be a "sucker publisher."

We would like to know as much about the publishing of a trade paper as Howard Hughes has proved that he knows about the production, distribution and exhibition of pictures.

That fellow is no sucker—he's no Santa Claus—he is no sure promotion for the gyps of the industry. He knows more about pictures, he has a better understanding of what the public wants and how best to serve it to them than most of our other producers.

•

HE CAME into the business cold. He liked it, wanted to be a part of it. And he is—a very big part. The industry would be far better off if it had a few others with the selective brain, the understanding of what is box-office and the intelligence for production that are his.

He has a lot of money. He spends plenty on the things he wants and, even with these great expenditures, almost all of it has come back to the Hughes vaults on the ideas he has put into production. He made money on "Two Arabian Knights," he banked plenty on "The Racket." The expenditure on "Hell's Angels" was terrific, but from the reports sifting in from every part of the world he will not check up much to the bad, if anything.

So where do they get that sucker angle?

•

HE IS a smart fellow—he listens. He is even smarter—he talks little. And best of all—he thinks. He has been in pictures a few short years and is just now getting the real feel of things. Watch out for him. It is more than likely that some of the best pictures that will be made will have his name on them, and they will probably be exhibited in theatres bearing the same trademark.

Bring on more suckers of this type and the industry will be better able to fight off conditions that now beset it.

New York Is Dietrich Mad

"Blue Angel" broke the Rialto house record with $60,300 its first week.

The Brooklyn Paramount crashed with greatest week end in its history with "Morocco" getting $30,100.

"Morocco" in the fourth week at Rivoli did $33,000.

Bills To Be Introduced That May Have Terrific Effect on Stage and Screen Alike

New York.—It begins to look as if censorship of the New York stage is close at hand. Several bills will be introduced in the Legislature, pointing to a rigorous, unsympathetic supervision of all stage productions.

Representatives of the theatre are running around in circles with no concerted action, and no one group will agree with any other on the best method to pursue.

The shows that New York managers have been producing for the past two or three years have roused the ire of public officials, of people whose vision is, under ordinary circumstances, very broad, of the churches and the reformers. The managers have

(Continued on Page 3)

Neb. Exhibs Want New Organization

New York.—Exhibitors from more than 20 towns in the State of Nebraska met in New York and formulated plans for the starting of another exhibitor body to combat "interference by chains and the discrimination by film companies in favor of the big operators."

These exhibitors contend that the chains furnish but 20 per cent of the total revenue on a picture, but they have all the say in dictating to the exchanges when the independent may and may not run pictures.

•

Mary To Join Doug In Baden Baden

Before Douglas Fairbanks returns to America from his working jaunt around the Orient and Europe, Mary Pickford will join him in Baden Baden.

•

Louis Mayer Returns

L. B. Mayer, production head of Metro-Goldwyn-Mayer, has returned from his rest stay at Santa Barbara.

Warners Buy Embassy in S. F.

San Francisco. — Warner Brothers have purchased the Embassy theatre here, an 1800-seat house on Market street. They will spend $50,000 in remodelling it and will open it shortly after the first of the year.

•

New RKO Theatre for Davenport, Ia.

New York.—Hiram Brown is authority for the statement that Radio-Keith-Orpheum will build a 2700 seat house at Third and Brady, in Davenport, Iowa.

•

Fox Buys "Bad Girl"

New York.—Fox has purchased the Delmar story, "Bad Girl," and will give it an early production.

Paramount Signs George M. Cohan

New York.—Paramount has signed George M. Cohan for a feature length talker, to be produced at the Long Island studio next year. The story will be either one of the old Cohan successes or an original that George M. will do.

•

Warner Bros. Sign Charles Butterworth

New York.—Warner Brothers have signed Charles Butterworth on a long term contract. He is now completing a road tour with "Sweet Adeline," and will go to Hollywood within six weeks.

•

"Secret Six" in Work

"Secret Six" went into production at MGM yesterday, with George Hill directing a cast which includes Wallace Beery, Marjorie Rambeau, John Mack Brown, Ralph Bellamy, Paul Hurst, Lewis Stone, Jean Harlow, DeWitt Jennings and Clark Gable.

•

Want Xmas Week-end

An attempt is now being made by several of the studios to rush production far enough ahead of schedule so that they can close down during the week-end following Christmas. The Roach studios are already on a night and day schedule to accomplish this.

•

Morgan Coming Back

Byron Morgan, former staff writer for MGM, has decided to return to screen writing after finishing a series of stories for the Saturday Evening Post.

RKO TWIN AUTOMATIC MOVIES ON B'WAY SOON

New York.—Radio-Keith-Orpheum will open twin automatic theatres in the new Lefcourt Building, at Broadway and Forty-ninth street, shortly after New Year's.

One, to seat 244, will be for newsreels, and the other, seating 186, will be devoted to feature length talkies. The admission price in each house will be 10 cents.

Walter Catlett to Be in "Front Page"

Walter Catlett has been signed by Howard Hughes to play the part of Endicott, the reporter, in "Front Page." He is the first actor cast for the picture. The deal was handled through the Morrison office.

HURRY! HURRY!! HURRY!!! FORMS CLOSE TODAY for the Holiday Edition of the Holiday Reporter—Out December 22

MGM RUSHING WORK ON FOREIGN PRODUCTIONS

In spite of the unfavorable reports of the receptions being accorded American foreign-language talkies in all parts of Europe, Metro-Goldwyn-Mayer is rushing its output of these productions to completion. This company's program was the most ambitious of any of the producers. It was announced recently that MGM would make as many foreigns as English pictures and it is turning out talkies in Spanish, French and German very rapidly.

On the Spanish program, 25 pictures have been finished, five are in production and thirteen more are in preparation or contemplated. Fourteen Germans are done, with two now in production and seven to be made. Of the French group, thirteen are completed, three are shooting and seventeen are being made ready.

All these figures include both features and shorts. The Spanish group includes, among the finished pictures, fourteen features and eleven shorts. In the German completed group are eight features and six shorts, and in the French are eight features and five shorts.

Many of the best-known MGM players are seen in these pictures, including Greta Garbo, Adolphe Menjou, Ramon Novarro, Grace Moore, Lily Damita, Lionel Barrymore, Charlie Chase, Harry Langdon, Laurel and Hardy, the "Our Gang" kids, and the famous dogs, in addition to many foreign players.

●

James Hall a Cop

James Hall, working in "Mother's Millions" for Liberty, is proudly displaying a gold badge emblematic of his appointment as honorary captain of police at Pasadena.

●

New Texas House Burns

Palestine.—The Robb and Rowley Palestine theatre, only opened two weeks, has burned.

●

N. Y. Censorship Looms

(Continued from Page 1)

been warned, but have taken little heed of this warning.

If a stage censorship bill goes through the effect on pictures cannot be underestimated.

The Actors' Equity Association publishes an article in the present issue of Equity which lays the blame for the lack of organization to fight this censorship peril at the door of the Dramatists' Guild, whose representatives announced their intention of opposing any sort of censorship at a recent conference with representatives of the actors and the producing managers. Upon this stand the magazine comments:

"But if they persist in the stand they have taken, the stage in New York is really desperate, as far as evading censorship is concerned.

"Such an insistence upon complete freedom may condemn the whole theatre for many years to the shackles of a censorship far heavier and more humiliating than any the stage in this city has ever known."

Universal to Use Credits at End

Universal is going to rehash an old system of screen credits by carrying at the end of each production the names and pictures of each character in the story so that the patrons will remember these players more definitely. The regulation main title of credits will remain the same as before.

The new system will go into effect with the release of "Resurrection" and continue with all subsequent releases until voted down or disapproved by the exhibitors.

●

Old Blue Law Test Closes Everything

Bellows Falls, Vt.—The business men of this town are working with the theatre owners in an effort to open the picture shows on Sunday. All stores and business places have been closed as an evidence of the farcical ruling of years ago.

●

New Robbins Manager

Sig Bosley, for the past two years Western representative for the Robbins Music Company, has been replaced by Dick Arnold, formerly of the Robbins San Francisco office.

Bosley resigned to devote his time to personal business interests in Chicago.

●

Rubber Stamps Are Out

New York.—All the Fox eastern managers have been told that only passes signed in ink by company executives may be honored, the rubber stamp Annie Oakleys being out.

●

First for Sidney Fox

Sidney Fox, Universal's recent importation from the Broadway stage, will make her screen debut in "Gambling Daughters," to start work next week with Hobart Henley directing.

●

Critic Turns Press Agent

St. Paul.—Alton Cook, for three years dramatic and film critic of the Daily News, has quit to become press agent for the Shubert Theatre Players. Gerald Smith succeeds him.

●

Birdwell at Tec-Art

J. Russell Birdwell, former contract director for Fox, is now at the Tec-Art studios, promoting a new independent producing organization.

●

Pathe Film for Opening

New Haven.—The new Fox College theatre here will open on Christmas Day with "Sin Takes a Holiday."

●

Dinner for Hebrew

Philadelphia. — Joseph Hebrew, Warner manager here, was tendered a dinner by local distributors.

Versatile Ronnie

Is Sam Goldwyn a picker? He's going to star Ronald Colman as Sidney Carton in "Tale of Two Cities" and—get this—as "Robinson Crusoe."

"All Quiet" on Broadway Again

New York.—"All Quiet On the Western Front" will go into the Central for a run, with an admission of 75 cents top, starting this Saturday. The picture had a long run in the same house at $2 top.

●

New Camera at Para.

A pivotal camera, invented by Joe Ruttenberg at the Paramount Long Island studios, is being adopted here by the Paramount studios. This new invention is claimed to be the last word in photographing trucking and moving shots from any angle desired.

●

Zellner Pinch-hitting

Arthur Zellner, former publicity director for Pickford and Fairbanks, is now pinch-hitting for Harry Brand as publicity director for the United Artists studio. Brand is confined to his home, recovering from a recent operation.

●

New Theatre Manager

Robert Gumbiner, brother of H. L., will be the manager of the new Los Angeles Theatre, which opens with Chaplin's "City Lights." Albert Short will be director of music and stage entertainment.

●

Gomersall Recovering

Indianapolis. — E. T. Gomersall, mid-west division manager for Universal, was operated on for appendicitis at the Methodist Hospital here. He is getting along O.K.

●

Kuschner with Col.

New York.—Oscar Kuschner, former branch manager for Universal at Indianapolis, has joined Columbia in the same capacity. He is in New York looking things over.

●

Fred Church Hurt

Fred Church, western star, was injured by falling from his horse while filming scenes for "West of Arizona" at Newhall. Production has been held up until he recovers.

●

Ben Fish Promoted

Cleveland. — Ben Fish, the local United Artists exchange manager, has been promoted. He will become assistant to Al Lichtman, general sales manager.

●

Harris with Educ.

Milwaukee.—J. A. Harris, formerly Sono-Art manager in Cleveland, has succeeded E. J. Weisman in charge of the Educational branch here.

Norma Talmadge in "Greeks" on Stage

New York.—Norma Talmadge is rehearsing with the New York company for her stage debut in the play "The Greeks Had a Word For It" and she may do a performance or two with the New York company before going to the coast to play it in the legitimate houses.

After a West Coast tour, a picture will be made, with Norma as the star.

●

Harry B. Smith With Warner Bros.

New York.—Harry B. Smith, the musical comedy librettist, has been signed by Warner Brothers, and has been assigned a desk in the home office as a consultant on plays and stories.

●

Sullivan on the Air

The Crusaders, an organization working for the repeal of the eighteenth amendment, presented Edward Dean Sullivan as guest speaker over the weekly radio broadcast last night at Station KMTR. Sullivan is now engaged by Tiffany to write an underworld story, "X Marks the Spot."

●

New Buildings at F.N.

Construction engineers and architests are busy at First National planning for the early erection of several additional studio operative buildings that will be necessary for the production of Warner and First National product.

●

New Publicity Aides

Warners-First National is enlarging its publicity department by the engagement of Neville Reay, formerly of Universal, and Kathryn White, who has been temporarily employed by Radio since the studio shutdown two months ago.

●

Sudekum A Suicide

Nashville.—Harry Sudekum, vice-president and secretary of the Crescent Amusement Co. and son of the president, committed suicide last Saturday, due it is thought, to the failure a bank in which he was a director.

●

Pat Casey To N. Y.

Pat Casey will leave here tomorrow night for New York to spend the holidays, and will return latter part of January.

●

Warners In Torrington

Torrington, Conn. — Construction has begun on the new Warner house here. It will seat 1200. Work will be completed in May.

●

Tiffany In Memphis

Memphis.—Tiffany Productions has opened a branch office here, under the managership of J. L. McKinney.

●

Meighan Stays at Fox

Thomas Meighan will do another Fox picture, "Daddy Long Legs."

HORSE STEALS PICTURE IN "FIGHTING THROUGH"

"FIGHTIN' THROUGH"
Tiffany

Direction .....William Nigh
Story .....John F. Natteford
Photography .....Arthur Reed
Film Editor .....Earl Turner
Cast: Ken Maynard, Jeannette Loff, Wallace McDonald, Carmelita Geraghty, W. L. Thorne, Charles King.

Presenting a tale of California in the '70s, at about the time when the story would have gone over big. It's a ten-twent-thirt meller of the old school, which even the kids will no longer swallow. Whatever entertainment there may be in scattered portions of the film is obliterated by the hokum in the rest of the scenes.

The hero is framed for the murder of his best friend by a crooked gambler, and spends most of the rest of the time either riding around looking for the real murderer, or riding around while the sheriff's posse is looking for him. There's a love interest of course, the lady being the murdered man's sister. The gambler meeting her first, promptly sets out to poison her mind against our hero, with great success. Then the hero explains all to her and convinces her, after he tells her how much he loves her and that "if hanging him will make her any happier, he's caught." Finally the real murderer attempts to doublecross the gambler and is shot by him, managing to confess to the sheriff before he dies.

William Nigh did the best he could with such a yarn and so did the cast. But as it stands now, it's the horse's picture.

The best acting in the piece is done by Wallace McDonald who, unfortunately, is killed off almost at the start.

•

German Pictures Are Limited in Prague

Prague. — In order to stimulate production in their own studios, the city government of Prague, will only permit the showing of four German pictures at any one time in local houses.

•

New ERPI Official

New York. — Herbert M. Wilcox, operating manager of ERPI,, has been elected a vice-president of the company, in charge of operating. He assumes his new duties January 1. Mr. Wilcox makes his home in New Haven.

•

Hummel On Tour

New York.—Joseph Hummel, executive assistant to Sam Morris, has left on a coast-to-coast tour of the Warner-First National exchanges to make a survey for the home office.

Sneaking 'Em Out

A tourist approached a watchman at the gate of one of the major studios. "Do they make pictures here?" he asked.

"I dunno," replied the guardian. "They don't never bring none out this way."

Newark Houses To Help Unemployed

Newark.—The Warners, Fox and Loew houses are combining their efforts in staging a monster benefit for the unemployed to be held in the Stanley theatre.

•

New Writing Team

Ebba Havez and Jimmy Starr have been engaged as a writing team for the Howard Hughes productions. Their first assignment is writing the treatment for a comedy air picture.

•

"Code" in Spanish

Columbia is now engaged in producing its first foreign version. The "Criminal Code" is being recorded in Spanish.

•

Writers at First Nat.

Four new writers were added to the First National writing staff yesterday. They are Dan Totheroh, Florence Ryerson, Robert Presnell and Edward T. Lowe, Jr.

Hamburg Houses Lose On Talkies

Berlin.—The Henschel theatres, of Hamburg, owning houses which seat upwards of 10,000 people, state that only seven talking pictures have done good business at their box-offices. Among these were "The Blue Angel," "Der Griefer" and "The Love Waltz."

Except for the seven, the Henschel people say, their business was less with talkies than in the old silent days.

•

Arliss Reports Here

George Arliss arrived here yesterday, and is now conferring with Al Green who will direct his next picture under the Warner banner. The title of this new picture will be "The Ruling Passion," and Mrs. Arliss will have an important part.

•

Van Dine On Way

New York.—S. S. Van Dine is on his way to Hollywood to spend Christmas with his mother. The mystery series he is to author may be produced there. If so, he will remain.

•

St. Paul Manager Hurt

St. Paul.—Ray O'Connell, manager of the two RKO houses here, the Orpheum and the President, sustained three fractures of his skull in an auto wreck. However, he will recover.

TOL'ABLE DAVID

Dialogue by

John V. A. Weaver

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

The old racket of handling fan mail for the stars is being revived, with several chaps about town angling for concessions. Some have gone so far as offering to handle this work gratis, but what happens after this is just repeating history. The job gives the handler plenty of angles to solicit the fans for any petty proposition through the mails once he gets the addresses. Some are repeating the old army game of soliciting the kids to subscribe to a cheap handbill magazine at $2 a year and an additional $2 for the privilege of belonging to the club.

●

Eddie Sutherland is all smiles. He read in the paper that depositors in the Guaranty might get 25 per cent and he said, "they only promised me 6 per cent."

●

Aside from drawing down a weekly pay check for producing at Radio, Al Boasberg is in receipt of an advance Christmas package by which he will share in the royalties on De Sylva, Brown and Henderson's new song sensation, "To Whom It May Concern." Music and lyrics are accredited to Mitchell, Gottler and Meyer, but Al is satisfied with this, although he furnished the idea and part of the lyrics.

●

Sign in a Hollywood barber shop: "Some folks pray for their friends, others prey on them."

●

Josh Binney, well-known Hollywood promoter of freak film projects, has left these parts for Amarillo, Texas, where he plans to stage a gala movie ball, with Allene Ray reported to have been engaged to lead the grand march with Kala Pasha.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

PARAMOUNT STUDIOS

Pictures in Production

"FINN AND HATTIE ABROAD"—From Donald Ogden Stewart's novel. Screen treatment by Sam Mintz and Joseph L. Mankiewicz. Featuring Leon Errol, Mitzi Green, ZaSu Pitts, Lilyan Tashman and Jackie Searl. Co-directed by Norman Taurog and Norman McLeod.

"LADIES' MAN"—From novel by Rupert Hughes. Screen treatment by Herman J. Mankiewicz. Lothar Mendes directing a cast that includes William Powell, Kay Francis, Carole Lombard, Gilbert Emery, Martin Burton and Olive Tell.

"THE WESTERNER"—By William Slavens McNutt and Grover Jones. Directed by Edward Sloman. Starring Richard Arlen, with Mary Brian.

Pictures in Preparation

"NEW MORALS"—By John van Druten. To be directed by John Cromwell and starring Ruth Chatterton.

UNTITLED—By Ring Lardner and George S. Kaufman. Screen treatment by Henry Myers and Keene Thompson. Starring Jack Oakie, with Frances Dee and Jean Arthur. Directed by Edward Sutherland.

Pictures in Final Editing

"SCANDAL SHEET"—Screen play by Vincent Lawrence and Max Marcin, starring George Bancroft, with Kay Francis and Clive Brook. John Cromwell directed.

"THE RIGHT TO LOVE"—From the novel, "Brook Evans," by Susan Glaspell, with Zoe Akins on treatment. Directed by Richard Wallace and starring Ruth Chatterton.

"FIGHTING CARAVANS"—By Zane Grey. Screen play by Keene Thompson, Edward H. Paramore, Jr., and Agnes Brand Leahy. Directed by Otto Brower and David Burton. Featuring Gary Cooper, Lily Damita, Ernest Torrence, Fred Kohler and Tully Marshall.

"THE GANG BUSTER"—Starring Jack Oakie, from the story by Percy Heath. Dialog by Joseph L. Mankiewicz. Edward Sutherland directing.

"DISHONORED"—From an original by Josef von Sternberg and Daniel N. Rubin. Co-featuring Victor McLaglen and Marlene Dietrich, with von Sternberg directing. Cast includes Lew Cody, Gustav von Seyffertitz, Warner Oland, Barry Norton, Davidson Clark and Wilfred Lucas.

UNTITLED—From an Emerson Hough novel, with screen play by Grover Jones and William Slavens McNutt. Edward Sloman directing. Cast includes Richard Arlen, Fay Wray and Claude Gillingwater.

"NO LIMIT"—Original idea by George Marion, Jr., with Viola Brothers Shore and Salisbury Field on screen treatment. Directed by Frank Tuttle, with Clara Bow, Stuart Erwin, Harry Green and Norman Foster.

●

Publix Manager Is Running Par. Exchange

Denver.—Paramount has appointed H. W. Bradley manager of its Denver exchange, replacing Sam Henley.

In addition to these exchange duties, Bradley will continue with his duties as Rocky Mountain division manager of Publix Theatres.

●

Basil Dean Forms Theatre Company

London.—Basil Dean, president of Associated Talking Pictures, Ltd., has formed a company to operate theatres. It will be known as Reedean, Ltd. Sir Gerald Du Maurier will be associated with him

●

Signs Marion Shilling

As a result of her work in "Beyond Victory," Pathe has signed Marion Shilling to a long term contract. She will be featured in pictures similar to the three other leading women now on the Pathe roster. These are Ann Harding, Constance Bennett and Helen Twelvetrees.

●

Lab. Expert for Liberty

Liberty Productions has engaged Monroe Bennett, lab. technician.

Australia Awards Two Prizes for Scenarios

London.—The two $2500 prizes offered by the Government for the best scenario on any topic and the best containing Australian sentiment have been awarded.

The first was won by "Tutankhamen," based on Egyptian history, and the other by "Back o' Beyond." "Fellers" received a cash award as the best film produced in Australia in the year.

●

New Sleuth Pictures

Four of the William J. Burns Detective Mysteries have been completed by Educational and are ready for release. They are "The Suppressed Crime," "The Wilkins Murder Case," "The Costa Rican Case" and "The Ulrich Case." Each is based on an actual crime.

●

Cantor for Miami Cafe

Before returning here from the East to make Hollywood his permanent home, Eddie Cantor will play a two-weeks engagement at one of the leading cafes in Miami, Florida. The deal was closed by the Morrison office.

"Hell's Angels" Goes Big in Indianapolis

Indianapolis. — No question who got the business this week in the movie theatres. "Hell's Angels" nearly broke records at the Palace. Business was so steady that house violated its policy and held it over for a second week.

"Sunny" at the Circle was less than fair. "The Cat Creeps" got less than average business, but the draw was the Publix stage show. "Lightnin'," the Will Rogers movie, got a mighty poor two-day start and then began to build satisfactorily.

Rae Samuels, the "Blue Streak of Vaudeville," was the cause of the big business at the Lyric. On the screen, "East Is West," was mighty weak.

PRODUCTION NOTES

Ricardo Cortez added to "Big Business Girl" at First National.

●

Fox has selected the title of "More Than a Kiss" to replace "All Women Are Bad."

●

Janet Gaynor and Charles Farrell will again be co-featured in "Merely Mary Ann" for Fox.

●

Walter Merrill has been engaged for the role of the jealous husband in "Parlor, Bedroom and Bath," starring Buster Keaton at MGM.

●

James Rennie, Dorothy Peterson, Noah Beery and Helen Ware will be in the cast of Warner-First National "Party Husband," starring Dorothy Mackaill.

●

Regis Toomey, Clark Gable and Robert Elliott engaged for the cast of the next Richard Barthelmess picture at First National.

●

MGM has borrowed Suzy Vernon from First National for the cast of "The Singer of Seville."

●

Heinrich Fraenkel and Walter Hasenclever signed by MGM to do adaptations and dialog for German versions.

●

Monte Blue engaged by Columbia for the lead in "The Flood," which James Tinling will direct.

●

Mildred Harris assigned to cast of "Night Nurse" at Warner-First National.

●

Tyrell Davis has been signed for the cast of "Devil's Dance" for Warners.

●

Hugh O'Connell, now on Broadway in "Once In a Lifetime," has been signed for the lead in "Hello Sucker," which Warners will make as a two-reeler.

●

MGM has signed Clark Gable to a long term contract.

●

Charles Reisner, who has just finished the direction of "Reducing" for MGM, has been signed to a new contract by that company.

SYRACUSE and INDIANAPOLIS

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

SYRACUSE, N. Y.

"MOROCCO"

Paramount Theatre

Post-Standard: It is a strong picture in more ways than one and an innovation, introducing a new feminine star and two men in roles new for them.
Herald: Thanks to its expert direction, its cameo-clear portrayals and its amazing production values, it rates as an exceptional cinema.
Journal: Here is not only romance, but a whole trip to Morocco. You get the atmosphere without smelling it. Go to see it and form your own opinion.

"THE CAT CREEPS"

Fox-Eckel Theatre

American: "The Cat Creeps" in such a way that the audiences are thrilled. If you feel in the mood for a mystery drama, why, here is the first and best of them all.
Post-Standard: It's decidedly a creepy picture with lots of weird situations.
Herald: As a talkie, "The Cat Creeps" held me in my seat to the fadeout, whereas "The Bat Whispers" did not. The climactic scenes pack a fine wallop.

"REMOTE CONTROL"

Loew's Theatre

Herald: Sure-fire story. If his present contribution to the cinema has all the Haines earmarks, after all, they are what Bill has built up his reputation on, and must be preserved.
American: This is not the subtle chuckle but the laugh explosive. If we must have crook drama, why not have it all one long laugh?
Post-Standard: A most judicious mixture of comedy and drama.

"THE PAY OFF"

Keith's Theatre

American: The story is weak-kneed, but, oh, boy, how it is acted. Go to see the play for Sherman.
Herald: Lowell Sherman can always be counted on for an A1 performance.
Post-Standard: It's rather an old plot, but this time he doesn't marry the girl.

"RIVER'S END"

Strand Theatre

Herald: There are plenty of Northwest Mounties to mete out grim justice.
Journal: Sturdy stuff. I guarantee that you will stay to the very finish.
Post-Standard: Just a bit different from the run of Northwest films.

INDIANAPOLIS, IND.

"SUNNY"

Circle Theatre

Star: Nice, clean fare, sufficient for the average evening.
News: It is not dull, but neither is it energetic enough to cause it to rise above a general level.
Times: Gets right into your heart. There is a lot of clean comedy and charm.

"HELL'S ANGELS"

Palace Theatre

Star: Most amazing spectacle the screen has ever reflected. It is the epic of the World War in the air.
News: Most thrilling of all aviation films. The spectacle literally and figuratively rests in the clouds.
Times: Greatest air recital of the World War. Technically perfect and from the standpoint of the theatre it is honest in its realism.

"LIGHTNIN"

Apollo Theatre

Star: Pleasant cinema entertainment. It is a play of touching humor and tender sentiment.
News: Worth seeeing for it is quietly amusing, excellently acted and capably directed.
Times: Just as good as the play. You cannot afford to miss this one.

"THE CAT CREEPS"

Indiana Theatre

Star: A rather weak play on the nerves of the audience.
News: Rousing thriller of the old school. Highly entertaining.

"EAST IS WEST"

Lyric Theatre

Star: Drifts along without arousing any excitement.
News: Worth seeing as an entertaining picture.

New Fox Theatre Is Started in Phoenix

Phoenix.—Ground was broken here this week for a new Fox West Coast theatre. The house will be of modernistic design and will cost $400,000. There will be 1400 seats, and everything that will tend to the comfort of patrons will be installed.

●

Exhibs in 4 States Arm for Tax Fights

New York. — Exhibitors in South Dakota, Idaho, Wyoming and New Mexico are preparing the fights that will be taken to the Legislatures of the various States on the question of 10 per cent State tax.

●

Exhibs Fight Cut Rates

Sydney.—A demand for the insertion in 1931 contracts of a minimum admission charge by picture houses in an effort by suburban exhibitors to curb the growing practice of cut rates by city houses has been granted and the rule will apply to all New South Wales and New Zealand houses.

●

Ray Griffith Writing

Raymond Griffith is collaborating with Joseph Jackson on the script of "The Devil Was Sick," in which Frank Fay will be starred at Warner-First National, under the direction of Michael Curtiz.

Stars Burned Out Of Malibu Homes

Fire destroyed the Malibu Beach homes of a number of motion picture people yesterday morning, causing damage estimated at $250,000. Fifteen houses were burned, the fire being confined to the north end of the colony.

Among those burned out were Louise Fazenda, David Butler, Marie Prevost, Frank Fay, Ben Hendricks, Jr., Al Rockett and Buddy DeSylva. Other losers, aside from the picture folk, were Oliver Marsh, Mrs. James Granger, Fred Weber, Robert Houston, James M. Koehler, Ray Gould, Elizabeth Graham and Bernard Toplitzky.

Mrs. DeSylva got out of the house in such a hurry she forgot several thousand dollars worth of jewelry. Most of the cars that were in nearby garages were saved.

●

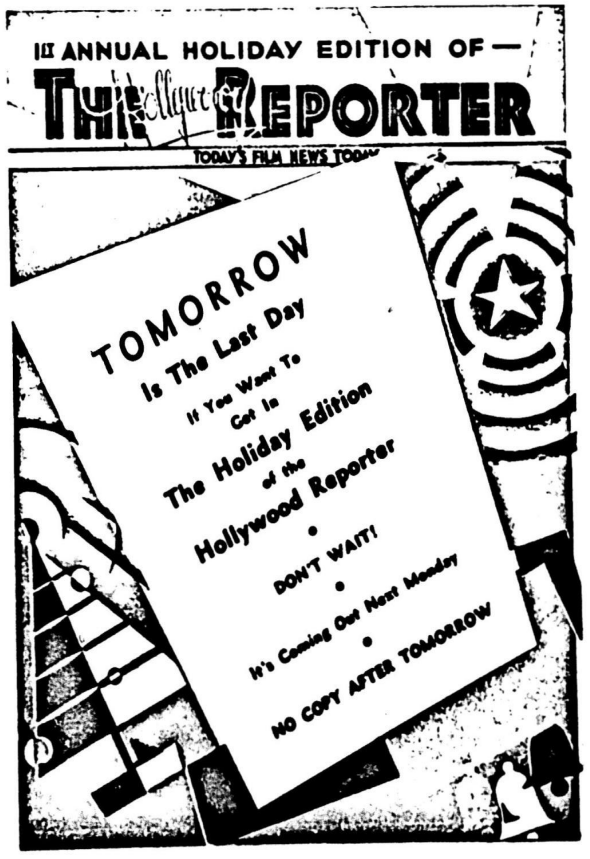
Radio Signs Kerr

Geoffrey Kerr, now appearing in a Broadway show, has been engaged by Radio on a long term contract. He will report here February 1 to begin work. The deal was handled by the Morrison office.

●

Clara Bow Improving

Clara Bow is now recovering from a minor facial operation at her home in Beverly Hills.



THE Hollywood DAILY REPORTER

Vol. II, No. 27 Price 10c TODAY'S FILM NEWS TODAY Tuesday, December 16, 1930

EXHIBS BURY HATCHET

TRADEVIEWS
by W. R. Wilkerson

THE viewpoint of the German people about "All Quiet On the Western Front," which has been the cause of riotous demonstrations in Berlin which finally caused it to be banned, is rather difficult for peoples other than the Germans to comprehend.

The stated reason that the version being shown in Berlin was fixed up for German consumption and is not the same that is being exhibited in other parts of the world, seems childish. Certainly the Nazis—as the National Socialists are called—and their leaders would not create and foster so much disaffection for so puerile a reason.

•

THE real force back of these demonstrations apparently is the revived military spirit of a large portion of the German people. The war ended twelve years ago. A large percentage of the German people of today saw nothing of it, or, if they did, time has invested it with a sort of rosy illusion.

The thought of another war, one of liberation for the Fatherland from the load which it is carrying, has been implanted in the minds of the people by the Nazis, by the great number of former army officers, by the many Imperialists still remaining.

But people cannot be spurred to another war if they see on the screens of the country representations of their armies retreating, of their soldiers going hungry, becoming discouraged, losing their courage at the sight of blood or the imminence of battle. Such depictions bring such things too close to home.

•

THE military spirit of the German people, created through years of training, is only dormant, not dead. Such a spirit, with centuries of growth behind it, cannot be killed even through such a lesson as the Great War. It is comparatively easy to revive — much easier than one would imagine.

But—to revive it successfully, to fan it again into flame, cannot be done if the horrors of war are to be spread before the eyes of the people so dramatically and realistically as in "All Quiet."

In Statu Quo

Grover Jones met Sam Hoffenstein on the Paramount lot yesterday. "Sam," he said, solemnly, "do you realize that 314 banks in the country have closed in the past year?"

"Well," said Sam, after due deliberation, "that leaves me just where I was."

W. E.-DeForest Ruling Reserved

Philadelphia.—The Western Electric appeal was heard in the U. S. Circuit of Appeals here and it will require about six weeks for the court to give its decision.

This appeal was from the Wilmington decision, giving DeForest Phonofilm patent rights on talkie equipment.

•

Leo Cahane Resigns

Leo Cahane, studio manager of the Metropolitan Sound Studios, has resigned, effective December 27, and will take a long vacation. E. D. Shanks sucoeeds him.

•

Fox Dividend of $1

New York.—Fox has declared its regular quarterly dividend of $1 on both the Class A and B stock, payable January 15 to stockholders of record of December 31.

Motion Picture Theatre Owners of America and the Allied Theatres Working on Plan To Combine

New York.—It begins to look as if the warring exhibitors, the MPTOA and the Allied group, will get together and form one exhibitor organization. This move has been in the wind for some few weeks.

Charles Pettijohn, of the Hays office, will address the Massachusetts monthly meeting of the Allied Theatre Owners in Boston tonight.

The Allied Theatre Owners of America have been at war with the Motion Picture Theatre Owners of America for the past two years. The organization was started as an offshoot by members of the MPTOA who were not satisfied with the manner in which this organization was being run.

If this combination of these two exhibitor bodies goes through, and everything points to it, it is expected that a better organization of exhibitors will be the result, with theatre owners throughout all of America having an association that will function to their benefit.

•

"Queer People" In Production Soon

Howard Hughes is going ahead with the production of "Queer People." The authors of the story, Garrett and Carol Graham, are working on the screen play. No director or cast has been selected as yet.

Fox Inherits U. A. Franchise

With the operation of the Publix houses on the Pacific Coast, Fox West Coast inherits a United Artists franchise for the play of the U.A. pictures. This agreement, drawn by Publix and United Artists, has eight more years to go.

•

MGM Big Profit, More Than 1929

New York. — The statement just released by Metro-Goldwyn-Mayer for the year ended August 31, shows a net profit of $60 a share after amortization, depreciation and Federal taxes have been deducted. This is an increase of $19.69 over the preceding year, as the last year's profit was $40.31. The total for the past year was $9,924,869.

•

"June Moon" Starts

Paramount will start production on "June Moon" today under the direction of Edward Sutherland. The cast includes Jack Oakie, Frances Dee, Harry Akst, Wynne Gibson and Thelma Todd.

•

Cooper With Clara Bow

Paramount has assigned Gary Cooper to play opposite Clara Bow in her next picture, based on an original crook story. Robert Mamoulian will direct.

•

2 More Ed Wynns at Para.

New York. — Ed Wynn, star of "Follow the Leader," has been signed to make two more pictures for Paramount.

CLARKE DENIES FOX WILL RESUME CONTROL

New York. — Word was being passed around the floor of the New York Stock Exchange that Harley L. Clarke had offered to return the control of Fox Film Corporation to a syndicate headed by William Fox for a sum in excess of $10,000,000.

The group behind Fox is composed of John J. Raskob, Al Smith and the Duponts.

Regarding the report, H. C. Michels, vice-president and treasurer of Fox Film, speaking for Harley Clarke, says: "There is nothing to it."

Republic in New York Is Wired for Sound

New York.—The Republic Theatre in New York is being wired for talkies and will do a grind policy as soon as the wiring is completed. The house is right back of the Rialto.

•

Fox Buys "Philippa"

Fox has purchased the Anne Douglas Sedgwick story, "Philippa." Chandler Sprague is slated to direct.

THE LAST CALL FOR YOUR APPEARANCE IN THE HOLIDAY EDITION OF THE HOLLYWOOD REPORTER—Forms Close Tomorrow—Out Dec. 22.

for motion pictures

"THE WHITE DESERT"

by

Maxwell Anderson

●

"Mary's dead"—it was an accident—with a rifle. The madness had cleared from Michael's brain—but too late.

Michael and Mary loved each other terribly, enough to face five years alone together, homesteading a plot of ground in the desert, with their only neighbors the Sverres, who were on the last month of their five-year stretch, and old Dugan, a lone bachelor. Mary was a little frightened. She'd heard it did queer things to people, living so far out of the world.

The Sverres were neighborly, starved, rather, for companionship other than their own. Michael watched Sverre's attentions to Mary, ominously quiet, until Sverre ventured one night to put his arm around Mary on the "bridal couch"—there were so few chairs they had to sit on the bed. To Mary it meant nothing. They had only been playing. To Michael it brought a rush of hideous doubt. He didn't really know this wife of his. Had there been other men before him? Had she ever felt any stir of passion for any man since she had known him? He had to know. Michael trembled at the thought of Mary ever in another man's arms. Mary told him truthfully she had kept herself for him, stopped just short of the other—but it hadn't always been easy. Her woman's pride made her say that last. She wouldn't have Michael thinking he owned her. Theirs was a marriage—not a purchase.

Michael brooded for two days, when he had to leave for town with Dugan to get supplies, before a blizzard set in. Just before he left, Sverre came over to offer to do the chores in his absence. The sight of Sverre leaning over Mary fanned into fresh flame Michael's jealousy. He accused Mary of being an easy woman and left without saying goodbye. She swore to him that, whatever she was, she'd be even with him. At that moment she hated him enough to do anything to hurt him.

Mary used Sverre to make good her threat—he knew she was using him, that she didn't really want him—but he wanted her too much to care. When Michael came back, with a happy change of heart, Mary was leaving—it was too late, she told him. He couldn't let her go. He promised, extravagantly, no more reproaches, no questions, anything she wanted if she would just stay.

Mary stayed, pathetically hopeful. But she had to tell Michael the truth—with her young intensity. He tried to bear it, but the first sight of Sverre made him realize that either Mary or he had to go quickly. Mary went—the trip would have been perilous for an experienced man, but Mary would not have Michael nor Sverre. Sverre sneered at Michael. He wasn't good enough for Mary—no man was, and yet Mary would go out into the world and to another man's arms—not Michael's nor even Sverre's. Michael had failed Mary. That was what she had been afraid of. Michael got his gun. Sverre tried to stop him. Mary's slight figure, in the distance, fell darkly into the snow.

THE END

MAXWELL ANDERSON

Author of

The White Desert.....**Produced in New York 1923**
The Feud.....**Produced in New York 1925**
What Price Glory (co-author)
Produced in New York 1924
Outside Looking In.....**Produced in New York 1925**
First Flight (co-author).....**Produced in New York 1925**
The Buccaneer (co-author)....**Produced in New York 1924**
Forfeits .....**Produced in New York 1926**
Saturday's Children.....**Produced in New York 1927**
Gods of the Lightning (co-author)
Produced in New York 1928
Gypsy .....**Produced in New York 1929**

Regarding motion picture rights to above play apply to

MAURICE REVNES, Ltd.

6777 Hollywood Boulevard Hollywood, Calif.

HEmpstead 3188

'INSPIRATION' A GARBO HIT 'EX-MISTRESS' IS DARING

Star Is Excellent; Brown at His Best

"INSPIRATION"
Metro-Goldwyn-Mayer

Director ..... Clarence Brown
Starring ..... Greta Garbo
Dialogue ..... Gene Markey
Photography ..... William Daniels
Film Editor ..... Conrad A. Nervig
Cast: Robert Montgomery, Lewis Stone, Marjorie Rambeau, Judith Vosselli, Paul McAllister, Richard Tucker, John Miljan, Beryl Mercer, Oscar Apfel, Zelda Sears, Karen Morley, Gwen Lee, Arthur Hoyt.

"Inspiration" brings Greta Garbo to her followers in a role wherein she is given tremendous opportunity to exert that glamorous appeal which is so peculiarly hers. If that isn't enough to make a run on the box-offices, the fact that the Swedish star's third talking picture is modern, extremely so, in theme, and excellently dialogued, with humorous and pathetic incidents as well as big dramatic moments deftly blended, certainly assures her maintenance of her present high point of public popularity.

When exhibitors draw audiences in to see Garbo as the provocative inspiration of Paris' art colony they will be offering them a real thrill. "Inspiration" is reminiscent of all former Garbo pictures, and yet it has been treated so adroitly by Clarence Brown, who has undoubtedly worked from the box-office angle, that it is unexpectedly new after the two previous audible pictures done by the star.

Robert Montgomery as the one man the lady-of-affairs really loves during her devastating career demonstrates his versatility again. He gives a poised portrayal and lends dignity to his role as the youthful lover, swept away by the charms of a fascinating woman. Indeed, every member of the cast deserves considerable credit for characterizations which give the picture abundant color and charm.

Chief among these are Marjorie Rambeau in a very satisfactory role; Lewis Stone, who is presented as a past master of heart intrigues, and John Miljan in the part of the sculptor, who, as the former lover of Garbo, never gives up hope of winning her back. Always suave and distinguished in their work, these two actors retain their individuality here. Beryl Mercer, in the small part of the maid, and Judith Vosselli as a vindictive woman, stand out particularly for their good work.

The picture has been artistically photographed from various angles, and in a diffused medium which accentuates the star's strange charm and moves sets and characters into a rather shadowy background as they undoubtedly appear in the heroine's mind during the course of her one great love.

"Inspiration" is the simple and oft-told story of a woman loved by many men, of her discovery of real love in an unexperienced youth, his struggle to escape while she battles frantically to hold him and the eventual surrender of the boy and the sudden development of a sacrificing love on the part of the woman.

●

Fox Film Has Preview Record

The record for all time in so far as the previewing of a picture is concerned is held by Fox and the picture is "Are You There," the Beatrice Lillie bust. It has been previewed no less than eleven times in an effort to get it ready for release.

Cast and Director Do Admirable Job

"EX-MISTRESS"
Warner Brothers

Direction ..... Roy Del Ruth
Screen Play and Dialog..... Charles Kenyon
Photography ..... Chick McGill
Cast: Bebe Daniels, Ben Lyon, Lewis Stone, Joan Blondell, Natalie Moorehead.

"Ex-Mistress" is an excellent picture in all its departments. It is blessed with a cast which could not have been improved upon for the types in the story, and each gives a splendid performance. The story is well constructed and contains some of the smoothest, most natural dialog to reach the screen. The direction of Roy Del Ruth lacks nothing, and makes the picture a daring and at all times true to life drama of today.

An elderly "play-boy" has loved for years a well-known actress. She is no "lily" by any means, yet she has his utmost respect. On his yacht she meets his junior partner and falls madly in love with him. He is temporarily separated from his wife and finds her very companionable and a grand girl to "play around with"—which he does. When his wife returns he tells the girl, not realizing how much she loves him—and returns to his home life. Trying to forget, the actress accepts temporarily the love of the senior partner and consents to marry him. Meanwhile the wife of the younger member definitely leaves him. Realizing that he could not really make her happy, the older man sacrifices his great love for the girl, and brings about a reconciliation between the two young people.

It all sounds very innocuous, but on the contrary, the picture has been made with no eyes on censorship, and so real are all the characters and situations that they are vastly interesting throughout. No attempt has been made to "cover up" actions and conversations which, so far, have only been touched upon outside of the speaking stage. But the picture has been beautifully handled by both Charles Kenyon and its director.

Bebe Daniels, as the girl whose emotions ruled her, looked ravishing and played her part sincerely. Ben Lyon, who has certainly come into his own in the talkies, gave a natural and splendid performance, and Lewis Stone was, as ever, grand.

The picture will undoubtedly delight the critics and intelligent audiences anywhere. Just how it will be accepted by the millions who still think that a girl is either good OR bad—is hard to say. "Ex-Mistress," however, is a noteworthy effort toward the picturization of things as they are—and very well done.

Record for Repeat Runs Set by "Disraeli"

New York.—Setting a record for repeat runs, "Disraeli" will be shown for the seventh time at the Heights theatre in Cleveland Thursday night.

This run was demanded by patrons in the "Request Week," a custom of the house each season.

PRODUCTION NOTES

Russell Hopton engaged for cast of "The Last Parade" at Columbia, starring Jack Holt.

●

George McFarland has been placed in the cast of "Svengali" at First National by the Weber office.

●

Paul Hurst for the cast of "Secret Six" at MGM.

●

Harry Shutan to "Drums of Jeopardy" at Tiffany.

●

Mary Carr and Ned Sparks engaged for cast of "Kept Husbands" at Radio Pictures.

●

Howard Estabrook will do the adaptation of "Madame Julie" for Radio Pictures.

●

Eleanor Hunt, who played the lead in "Whoopee," has been placed with Pathe by the Howard Seiter office to play the lead opposite Johnny Arthur. Wallace Fox will direct.

●

Margaret Clarke and Charles Baron have been signed at Pathe through the Seiter agency.

●

Ralf Harolde, will have one of the principal roles in "Kept Husbands" at Radio.

●

Winter Hall to "Girls Demand Excitement," at Fox.

RICHARD BOLESLAVSKY—who directed "The Last of the Lone Wolf"

Says:

"PATSY RUTH MILLER is one of the most intelligent and talented young actresses it has ever been my pleasure to direct. It is evident that her success in comedy has caused her equipment as a dramatic artist to be neglected. Unquestionably Miss Miller is among the most capable young stars of either screen or stage."

PATSY RUTH MILLER ... Now in Russell Mack's Production "Lonely Wives" for Pathe

The Reporter Daily

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

Hollywood Portrait No. 11. He is a director and a writer. He composes music, too. He does all three well. People wonder how he stays serious long enough to do any of them. He has furnished local gossipers with material for years. He is an English gentleman. A cosmopolite. He has never married. Once he talked to a producer for fifteen minutes and walked out with $25,000 for an idea. His "sex-life is an open book." Some think him a genius. Others think he is quite mad. Both factions are right. He has a long list of successful pictures. He should have lived in Bacchanalian days. He is brilliant, amusing, goofy—and a thoroughly charming fellow.

•

An MGM executive attended a party. He heard a young girl sing. He asked to see her. He told her she had a beautiful voice and asked her to come to the studio to see him. She did. He talked contract to her. She replied: "I've been under contract out here for the past six months."

•

Tom Barry's Irish map apparently was so conspicuous as he was driving away from the recent Notre Dame game that four hoodlums drove up by the side of his car and shouted: "Well, I hope you're satisfied, you Irish ————."

•

After sticking it out here for more than six months, looking for that break in pictures, Harold Waldridge, Broadway stage actor, gave up and was about to board the Chief for his old hunting grounds, when Eleanor O'Reilly paged him at the train and made him stay for a part in "June Moon," to be produced by Paramount.

Sunday Shows Are Legal in Evanston

Chicago. — Evanston, Chicago's wealthiest suburb, is to have its Sunday movies. Judge Sullivan has ruled that the ordinance prohibiting such entertainment is "religiously discriminatory and, therefore, unconstitutional."

The Sunday movie fight started ten years ago, and the court case has been hanging fire for a year, since the citizens voted for "Sunday entertainment." The City Council refused to repeal the prohibitory ordinance and the theatres asked for an injunction to restrain the police from closing them.

The court gave no decision on the injunction application, but the ruling of unconstitutionality apparently makes that unnecessary.

•

Thalberg Heads Equipment Board

Irving Thalberg was re-elected to serve another year as head of the committee of standardizations in studio equipment, sponsored and operated by the Technicians Branch of the Academy of Motion Picture Arts and Sciences. Thalberg has done more to eradicate duplication of studio equipment than any other one person in the motion picture industry.

The work of this committee will become more important and extensive in the immediate future than it has ever been before, due to the present effort to attain the ultimate in studio efficiency and economy.

•

Bohr at Catholic Guild

Jose Bohr, who is starring in Latin-American pictures, will present "A Night in Argentina" at the meeting of the Catholic Motion Picture Guild, at the Hollywood Columbus Club tonight.

•

Good Pictures Pay

(Continued from Page 1)

it are business fools. They lack courage and, what is more, they lack faith and belief in their own material.

"Stint nothing in the way of giving a good story a perfectly adequate production, and then do not attempt to hide it with a bit of parsimony. Spend money in telling the public about it. This is what we have been doing, this has been our policy, and this is why our earnings have been increasing so rapidly.

"Point out to me where business is bad and I will tell you the reason for it. Good entertainment is as potent in attracting people to the theatre as ever it was. The public demands recreation. In fact, it is a necessity, and it is our business to supply it. How well we are doing this you all know. The public is certainly not going to see everything; there never was a time when it did; but it is going to the things worthwhile. A number of grosses that we have had on pictures lately would have been considered extraordinarily good even in the most prosperous period."

'CARAVANS' FINE WESTERN CASTING RUINS FOX FILM

Great Comedy In New Para. Picture

"FIGHTING CARAVANS"
Paramount

Direction .....
.....Otto Brower and David Burton
Starring ..... Gary Cooper
Story ..... Zane Grey
Screen Play .....
.....Edward E. Paramore, Jr., Keene Thompson and Agnes Leahy
Photography ..... Lee Garmes
Film Editor ..... William Shea
Cast: Lily Damita, Ernest Torrence, Tully Marshall, Fred Kohler, May Boley, Eugene Pallette, Charles Winninger, James Farley, Eve Sothern, Donald McKenzie, Sid Saylor, Frank Hagney.

Another picturization of the epic treks from coast to coast in covered wagons. The picture distinguishes itself by its comedy, its unobstructive story and its generally superior production. It's better news for the many western fans and has more entertainment value than any of its predecessors. Good for a long run at the box-office.

Basically, it is built on the tried and true formula of the courageous band of people who hit the trail west in their freight-laden covered wagons to bring supplies and to help build up the vast area beyond the Rockies. It recounts their hardships, joys, sacrifices and loves, and, of course, the fight with the Indians. All of which is familiar enough, but fortunately for those who have suffered a surfeit of such tales, there is some grand comedy. In fact, the humorous note practically predominates and succeeds admirably in breaking into the slow pace which has been a drawback to these productions.

David Burton and Otto Brower have done a right good job with the direction. The, by this time, classic fight between the Indians and the pioneers has been particularly well done and they have kept up a good pace, considering the naturally slow movement of such pictures. They have been ably aided in their work by the best-written screen play a western has had.

Ernest Torrence and Tully Marshall, as a lovable pair of disreputable scouts, are the whole show. They lift the picture out of its familiar rut and give it most of its value. Not that the cast wasn't entirely good, with several outstanding performances, such as the delightful episode wherein Charles Winninger as the sheriff "captures" Gary Cooper; Eugene Pallette trying to attract the ladies, and Gary Cooper continuing his string of better characterizations. It is just that the parts given Torrence and Marshall carry the picture and they, in turn, carry the parts so well. Lily Damita is O.K. as the heroine, but one wonders why she was picked to play the part of a pioneer.

Lee Garmes is again to be congratulated on his superb photography. The outdoor settings are made for it, but there are few who use the camera as he does. His work is distinctive and his choice of backgrounds for photographic effect of a vastly superior brand.

Just a Loafer

In Hollywood they play no favorites on the bread-winner of the family. Bill, three months old, was parading the boulevard in his mother's arms, when she met a friend and discussed hard times.

"I don't know what we're going to do," the mother wailed, "Bill hasn't worked in five weeks."

"Taxi" Rather Wastes Chester Conklin

"TAXI"
Phil Ryan Production
Paramount Release

Direction .....Frank C. Griffith
Story..H. Del Ruth and Frank Griffith
Photography .....Gus Peterson
Film Editor .....Earl Neville
Cast: Chester Conklin, Willie Best, Jr., Alphonse Martell, Rene Bordon, C. A. Bachman and Norman Fedsier.

"Taxi" is one of those negligible comedy shorts that you run across frequently. It has a sort of plot, concerning a dumb taxi driver who gets mixed up with a fancy bootlegging racket, but the whole has been put together too haphazardly to further the comedy idea.

Conklin, usually good for a number of hearty laughs, fails to draw them in this. Some good sets are introduced and pretty well demolished during the course of the picture. One scene which had elements of good slapstick comedy with a touch of irony lurking in it shows the coppers literally chopping a taxicab to pieces during their search for contraband liquor.

It hasn't been played up, however, and most of the action shows Conklin dashing through the bootleggers' establishment, which is carried on behind the guise of an exclusive French gown shop.

Not much dialog is used, though the sound recording seems O.K., and the photography is first class and taken from a number of clever angles. Among the players is a little French girl, Rene Bordon, who looks like good comedy material.

Bob Steele a Songbird

Aside from being a Western picture star, Bob Steele has developed into a songbird of the first water, and will be heard over the Columbia network of 76 stations December 17. He will sing the theme song of his last starring picture for Tiffany.

Roles Unsuited To Gaynor-Farrell

"MAN WHO CAME BACK"
Fox

Direction .....Raoul Walsh
Based on play by....Jules Eckert Goodman and John Fleming Wilson.
Screen play ..... Edwin J. Burke
Photography .....Arthur Edeson
Cast: Janet Gaynor, Charles Farrell, Kenneth McKenna, William Holden, Mary Forbes, Ulrich Haupt, William Worthington, Peter Gawthorne.

Positively the most brilliant piece of miscasting of the year. The Farrell-Gaynor reunion will undoubtedly attract the fans, but their roles will be distasteful to their admirers and the production does not warrant their attention. Will scarcely stand a week's run.

Farrell is the rich man's spoiled son who is turned out of his home to work his way up in the world. Instead, he gradually sinks lower and lower until he again meets the girl (from whose side he was torn by family influence) in Shanghai. He discovers that she has followed him every step of the way on the downward path and he determines to save her, and himself through her. They fight their way back together.

Raoul Walsh contributes a thoroughly uninspired piece of direction. Assuredly, the play is a sturdy old war horse, but it still has possibilities and none of them was brought to the fore. The speeches are all in "old English," and the timing of exits and entrances is particularly poor. The episodic manner of telling a story could have been used to make the picture highly effective; instead, the direction has completely muffed the chance to bring new life to this intensely dramatic story.

Janet Gaynor, as Angie, resembles nothing so much as a lovely child who has dressed up in woman's clothing for Thanksgiving Day. She reads at least three long speeches and gives them much the effect of a little girl who has just won her first prize in elocution. The result of this role is not entirely to Miss Gaynor's discredit. She tries hard, but she is not the type.

Farrell, on the other hand, does not fare so badly. Although his clean, boyish personality persists in shining through his lines, his facial expressions are good, and in the scene where he finds Angie in the opium dive, he contributes a fine piece of pantomine.

Kenneth McKenna, as Trevalayan, seems to have enjoyed burlesquing his part. William Holden, as the father, is excellent, and Ulrich Haupt as the lawyer is very good in a small part. Mary Forbes also does well in the part of the aunt.

The picture is a mistake, and we think a bad one, from the box-office angle on Farrell and Gaynor.

ROUND-UP PICTURES

Present

The First Feature of A New Series

"RIDERS OF THE RIO"

Six Reels
100% Sound and Dialogue Track and Disc

with

Lane Chandler, Sheldon Lewis, Bud Duncan, Benny Corbett, Karla Cowan, Robert Card and Lorena Carr

Assisted by

"The Arizona Horse Thieves"
Musical Cowboys of Radio Fame

•

AND ALSO, MR. EXCHANGEMAN

Three New Series of Real Up-To-Date

Two-Reel Dialogue Westerns

Now Ready

"Desert Vengeance"

"Code of the Plains"

"Saddle and Spurs"

Featuring
JACK JONES and REX HART

Produced on Regular Schedule

•

Don't Delay! Wire for Your Territory Now!

•

ROUND-UP PICTURES
1108 Lillian Way
Hollywood, California

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

RADIO PICTURES STUDIO

Pictures in Production

"ASSORTED NUTS"—Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Edna May Oliver, Stanley Fields, Leni Stengel, Hugh Herbert and Boris Karloff. Screen play by Al Boasberg and Douglas MacLean; dialog by Ralph Spence and Al Boasberg. Edward Cline directing.

"LADIES FOR HIRE"—Original story by Robert Milton and Guy Bolton. George Archainbaud, director. Adaptation and continuity by Wallace Smith. Featuring Betty Compson, John Darrow, Gilbert Emery, Margaret Livingston, Ivan Lebedeff, Daphne Pollard and Edgar Norton.

"SHE WENT FOR A TRAMP"—Two-reel comedy, featuring Hugh Herbert and Rosco Ates. Produced and directed by Louis Brock.

Pictures in Preparation

"PRIVATE SECRETARY"—Original story by Alan Brener Schultz. Melville Brown directing. Adaptation and dialog by Carey Wilson. Featuring Mary Astor, Robert Ames, Ricardo Cortez, Kitty Kelley, Catherine Dale Owen, Noel Francis, Roberta Gale, Katyna Sorina, Valma Valentine and William Morris.

"KEPT HUSBANDS"—Adaptation and continuity by Forrest Halsey. Lloyd Bacon, director. Featuring Dorothy Mackaill, Joel McCrea, Ned Sparks, Robert McWade and Mary Carr.

"BACHELOR APARTMENT"—Adapted from a play by John Howard Lawson. Lowell Sherman, director. Featuring Lowell Sherman and Irene Dunne.

"MADAME JULIE"—Play by Irving Kaye Davis. Victor Schertzinger, director. Adaptation and dialog by Howard Estabrook.

"BIG BROTHER"—Adapted from a story by Rex Beach. Richard Dix, director. Starring Richard Dix.

"SOUR GRAPES"—Adapted from a stage play by Vincent Lawrence. No director or cast.

"WHITE SHOULDERS"—Adapted from a story by Rex Beach. No director or cast.

Pictures in Editing

"CIMARRON"—Adapted from Edna Ferber's novel of the same title. Wesley Ruggles, director. Adaptation and continuity by Howard Estabrook. Starring Richard Dix with Irene Dunne, Estelle Taylor, Rosco Ates, Nance O'Neil, William Collier, Jr., George E. Stone, Stanley Fields, Robert McWade, Edna May Oliver, Frank Darrien, Eugene Jackson and Dolores Brown featured.

"BEAU IDEAL"—Adapted from Percival C. Wren's novel. Herbert Brenon, director. Adaptation by Elizabeth Meehan. Scenario by Paul Schofield. Featuring Ralph Forbes, Loretta Young, Irene Rich, Lester Vail, Don Alvarado, Otto Matiesen, Paul MacAlister, Leni Stengel and Hale Hamilton.

"HOOK, LINE AND SINKER"—Original story by Tim Whelan. Adaptation and dialog by Tim Whelan and Ralph Spence. Director, Edward Cline. Featuring Bert Wheeler, Robert Woolsey, Dorothy Lee, Jobyna Howland, Ralf Harolde, Natalie Moorhead, George Marion, Sr., Hugh Herbert, Bill Davidson and Ben Hendricks, Jr.

"THE ROYAL BED"—Adapted from Robert E. Sherwood's play, "The Queen's Husband." Lowell Sherman, director. Adaptation and continuity by J. Walter Ruben. Featuring Lowell Sherman, Mary Astor, Hugh Trevor, Nance O'Neil, Anthony Bushell, Gilbert Emery and Alan Roscoe.

"THE WIFE OF RILEY"—Two-reel comedy produced by Louis Brock. Co-starring Henry Armetta and Nick Basil as "Nick and Tony." Mark Sandrich, director.

"All Quiet" Ban Scares Germans

Berlin. — The ban that has been placed on further showings of "All Quiet On the Western Front" is a tremendous blow to the German picture producers. They are running around in circles, everyone being afraid now to attempt to produce anything.

The proponents of the picture are now trying to have the ban lifted so that the picture may be shown again. Business generally is so bad that this blow is the last straw.

Denial By Hoffman

The report that Cliff Broughton had been engaged by M. H. Hoffman to direct a series of Hoot Gibson westerns has been denied by Hoffman.

Acoustical Soc. Ends Conference

The Acoustical Society of America concluded a two-day session here last Saturday as part of its semi-annual convention.

The delegates from all parts of the country were in continual conferences with the various heads of the local studio sound departments and members of the Technicians Branch of the Academy of Arts and Sciences, discussing new problems and developments now under way to bring about better acoustic conditions for the theatres throughout the country.

Wynne Gibson at Para.

Wynne Gibson, brought from the Broadway stage seven months ago by Al Rosen, has been signed to a long term contract by Paramount.

FRENCH CAPITAL NOW IN CONTROL OF EMELKA

Berlin.—In spite of official denials, there seems to be no doubt that the Kraus group, which recently bought control of Emelka from the Reich, was backed by the French Gaumont-Aubert syndicate, headed by Albert Kohan. Therefore, this German concern, once the second largest in the country, is now under French control.

The directorate of Emelka undoubtedly will remain German, as the public would not approve a French board. It is understood that Emelka, especially the Munich studio, will be made a centre of Franco-German production, and other German producers may come under the influence of French capital. Pictures will be produced in two languages and the new interests expect that nearly three-quarters of the French picture industry will co-operate with Emelka for the German versions of French productions.

Much more money will be needed to reorganize the important Emelka theatre chain and to start production, and it is believed the Kohan group will supply this. A merger with UFA is deemed improbable, although there undoubtedly will be a working agreement between the two companies.

The Reich will still maintain political control over the newsreel, and it is stipulated that the new owners of Emelka shall show at least 50 per cent German pictures in the theatres of the chain.

The German trade press sees in the deal the nucleus of a new European motion picture combination, and also a financial block which can oppose American competition and cut down the royalties demanded by the sound equipment concerns.

Change in Title

Owins to a previously copyrighted title of "Gold Diggers of Hollywood" appearing in a recent issue of the Hollywood Magazine over a story authored by Phil Gersdorf, Willis Kent has abandoned the use of it for his latest picture and is now calling it "Chiselers of Hollywood."

New Universal Manager

Indianapolis. — Floyd Brown, former First National exchange manager here, has succeeded Oscar Kuschner at Universal's local office.

Record for "Ex-Flame"

The Liberty Productions' feature, "Ex-Flame," broke all house records in Springfield, Mass., where it was put on cold to see what effect it would have in a New England city.

Flinn On Way Back

New York.—John C. Flinn has left New York to return to the Pathe studios on the coast.

THE Hollywood REPORTER
TODAYS FILM NEWS TODAY

PUBLISHED DAILY
EXCEPT SATURDAYS, SUNDAYS AND HOLIDAYS

Printing All the News
WHILE IT IS NEWS

PRODUCTION ◆ FINANCIAL
DISTRIBUTION ◆ FOREIGN
EXHIBITION ◆ INDUSTRIAL

SUBSCRIBE NOW
$10.00 a Year

-----Use This Blank and Mail to-----

THE HOLLYWOOD REPORTER
1606 NORTH HIGHLAND AVE.
HOLLYWOOD, CALIF.

With Your Check

Name.....
Address.....
City.....
Occupation.....

NEW YORK CITY

Cream Puffs *and* Slams *On* NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

"LIGHTNIN' "

Roxy Theatre

Telegram: Pleasant and agreeable little program picture. It's much better played than it actually deserves.

Sun: Rather entertaining if somewhat passe Americana.

Post: Pathetic, sententious and unmitigatedly homespun. It is, therefore, an ideal Will Rogers picture.

American: Good program comedy.

Times: A happy hour or so awaits those who visit the Roxy, for Will Rogers is to be seen in an excellent version of that highly successful play, "Lightnin'."

Herald-Tribune: There can be little doubt of its popular success since it is Will Rogers and not "Buddy" who gives evidence of being the current Mr. America.

World: Will Rogers herein arrives at his first real distinction as an actor.

Journal: Rogers gives a thoroughly enjoyable performance in a well produced movietoneization of the well-known stage play.

Evening World: A natural for the Oklahoma philosopher wit, Will Rogers.

News: Here is the winner. Don't miss "Lightnin'."

"THE LOTTERY BRIDE"

Rialto Theatre

Post: The plot, though it starts out intelligently enough, becomes labored and absurd in the end. Essentially of the musical comedy type film.

Evening World: Doesn't measure up to accepted standards. The work of the three principal players is marred by the inanities of the story.

American: There isn't much to recommend it as screen entertainment.

Times: It is a pictorial contribution that causes one to wish that the performers would sing more and talk considerably less.

Herald-Tribune: Boring conglomeration of happenings presumably occurring in the far reaches of Norway.

Journal: It is somewhat difficult to figure out whether this is meant to be taken straight or, as one would prefer to believe for the sake of everyone involved, as a satire on screen operettas.

News: Voices are good and the story isn't so bad. It's the manner in which the movie is done.

"MADONNA OF THE STREETS"

Globe Theatre

Evening World: Saved from mediocrity only by the competent work of Evelyn Brent and Robert Ames.

Journal: Evelyn Brent again proves that she's an excellent actress who ought to have better stories.

Times: Everything goes ahead neatly according to schedule.

Herald-Tribune: It seems out-dated to begin with, and turns out pale, drab and lacking in eventfulness.

News: Miss Brent is convincing. But its script is such a weak one that we can only rate it two stars.

Wide Film Shelved

(Continued from Page 1)

ous producers, however, that the problem of standardization seemed hopeless. Therefore, it was decided to drop the whole thing, at least so far as the Technicians branch is concerned.

Disapproval was manifest as soon as the subject came up at the meeting, and the proposition to shelve it was unanimously agreed upon by the 500 attending.

The new Erpi noiseless recording was also discussed, a paper being read by H. C. Silent, Erpi's development engineer who, with K. F. Morgan, worked out the process.

It was the consensus of opinion that this new device will revolutionize the making of sound pictures. The cost of the new equipment is not excessive, being only a few thousand dollars for each recording channel.

D'Arrast Back in Jan.

New York.—H. D'Arrast will be back from his vacation in France early next month and will report for work at the Paramount Astoria studio.

B.B.B. Says:
A Bite, A Laff Without Formality
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

CEDRIC GIBBONS SAYS:
"I wish to compliment you on your Research Service. It fills a much needed want in the industry."
INTERNATIONAL KINEMA RESEARCH
HE 8761 Hollywood Security Bldg.

11 Publix Houses To Have Anniversaries

New York. — During Christmas week eleven Public theatres will observe their anniversaries.

They are the Capitol at Allston, Mass.; the Wilson at Wilson, N. C.; Columbus at Columbus, Neb.; Genesee at Waukegan, Ill.; Hippodrome at Miami; Capitol at Sioux City; State at South Bend; Lucas at Savannah; Alabama at Birmingham; Paramount at Waterloo, Ia., and the Tivoli at Richmond, Ind.

Consol. Film to Offer Stock to Employees

Consolidated Associates, Inc., has been organized for the purpose of buying stock in the Consolidated Film Industries and distributing it among the employees on time payments. Full details will be announced later.

Pathe Buys 3 Originals

New York. — Pathe has bought three original comedy stories from Margaret Echard. The titles are "Parading Pajamas," "Parents Wanted" and "Disappearing Enemies."

U. A. Release for Col.

New York.—A deal as been signed whereby the United Artists will release in England 29 features and 124 shorts from Columbia.

M. P. Trade Paper Merger Settled

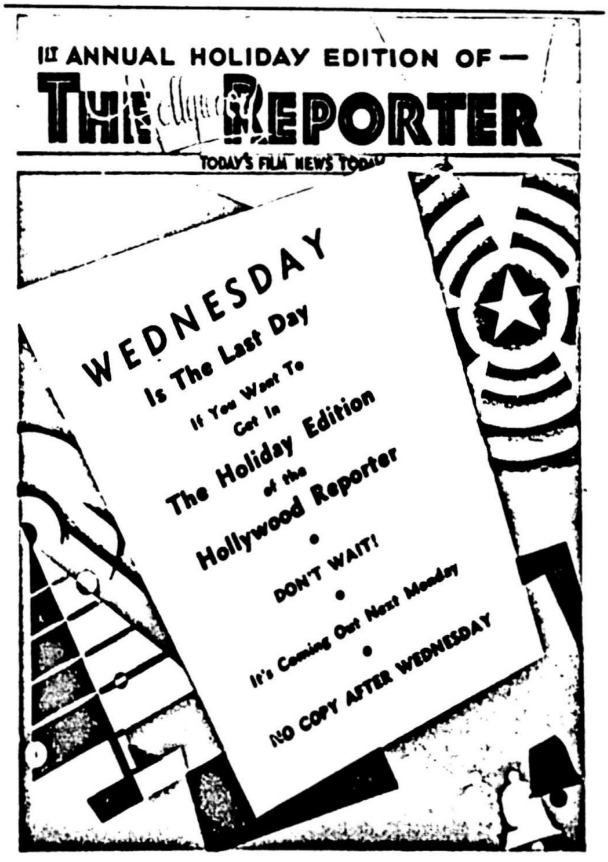
New York.—The consolidation of several leading publications in the motion picture field has been accomplished, according to announcement by Martin Quigley. Those affected are the Exhibitors Herald-World, the Motion Picture News, and the Daily Review and Motion Pictures Today.

One weekly, under the name of Motion Picture Herald, and one daily, Motion Picture Daily, will be published in New York. Mr. Quigley will be in charge in the East and William A. Johnston in the West.

Earl Hudson, who has been publisher of the News for the Angus Publications, the former owners, will work out his contract on the Plumbers Journal, another Angus publication. Arthur James remains as editor of the new daily. Maurice "Red" Kann, editor of the News, is under contract, but his future status has not been announced.

ERPI Men in Conference

New York.—About fifty ERPI service supervisors and technical inspectors have just finished an important conference here. The discussions had to do with the new Western Electric Noiseless Sound Recording system, which needs special care when first installed in theatres, because of the biased valve.



The Hollywood Reporter

Vol. II, No. 26 Price 10c — TODAY'S FILM NEWS TODAY — Monday, December 15, 1930

GOOD PICTURES WILL PAY

TRADEVIEWS
by W. R. Wilkerson

QUITE a few of our big league writers of former days are now sitting around the fireside wondering when they are going to get to work again. Most of those so resting are big league in every sense of the word and there seems no good reason why any one of a number of studios have not grabbed them long before this.

The real reason back of this enforced idleness is the fact that these same fellows, formerly drawing big checks every week at some studio, riding on velvet a foot high, refused to give their all to the organizations that employed them.

•

IF WRITERS of this type came upon a good idea, they would save it for future use, rather than turn it over to the producer who was paying them for such ideas. They believed that, if they did get an idea, the producer would not appreciate it with a bonus, and they would rather hold on with the chance that they could get a lot of money for the story after they had left his employ.

•

THESE boys stuck too close to routine and would only give what they were ordered to, but in this routine, if they discovered a germ that could be worked into another story or a play, they would hold it out, or pass it along to another writer. He, in turn, would employ an agent to sell the story and split 50-50 with the writer while he was still under contract.

Check off the old stand-by writers who are still employed and making worthwhile money as a salary and you will find they are giving all they can with little thought of extra bonuses.

•

BAD business has necessitated a tightening up of everything concerned in the production of pictures, and this goes for all individuals who have any part in the making of them. Consequently, the men who perform their functions are the men who not only will remain, but will be rewarded with better contracts, more money and working conditions more to their liking.

Censors Ask Clean Shorts

Richmond.—The prevalence of risque material in shorts has drawn the condemnation of the local censors, who are asking producers to co-operate in removing objectionable material at the source.

Meyers Crowd OK's The New Contract

New York. — Abram S. Meyers, general counsel for the Allied States Exhibitors, has announced that his organization has unanimously approved the new standard form of contract as a whole, but has rejected the language of it as prepared by Gabriel Hess.

The Allied will not stand for the deposit system in lieu of the credit and arbitration provisions that have been ruled against by the Supreme ourt. They have approved the Federated heckers.

•

Goulding Going To Fla.

New York.—Edmund Goulding arrived here yesterday for preliminary conferences on the picture he is to do for Paramount. He will go to Florida for a vacation, however, before he starts work.

Sam Morris, Warner Gen. Mgr., Warns Against Cheapening Product ---Good Entertainment Demanded

New York.—At a meeting of the executives of Warner Brothers, Sam E. Morris, vice-president and general manager, tossed the fault of poor business in most of the theatres today right into the laps of the production executives. Morris believes that bad business is the result of bad pictures, and points to grosses recently recorded by productions that have met the public fancy. Mr. Morris said: "If there are any ills in the film industry, you may be sure that the fault lies within the industry itself.

"The greatest error that can possibly be made at this time is to cheapen product. The men who do

(Continued on Page 2)

•

Budget Approved On Film Boards

New York.—The budget necessary for the continuation of the various Film Boards of Trade has been approved, thereby precluding the necessity of junking these various offices throughout the country.

Since the Supreme Court ruled against the old arbitration clause in the exhibitor contracts it was thought the Producers' Association would discontinue the offices. The fact that they have not done so indicates they still have hope of arbitration in some form, as otherwise there would be no need for these offices.

ACADEMY TECHNICIANS SHELVE ALL WIDE FILM

The Technicians branch of the Academy of Motion Picture Arts and Sciences has decided to shelve the wide film idea, at least for the time being. This is due largely to the present wave of economy in the industry.

The Technicians completed their conferences, held at Universal City, called to discuss the report of a committee appointed last October to dig into the problem of standardizing wide film photography and projection. So many different methods and different widths are favored by vari-

(Continued on Page 3)

Columbia to Spend $100,000 in Fans

New York. — Columbia has announced that it will launch a $100,000 campaign of advertising in the fan magazines at the end of this month.

The pictures will be advertised individually and not in groups.

•

Pathes in West Coast

New York.—Pathe has booked all its features into 130 Fox West Coast theatres.

Many Shifts In Publix Personnel

New York.—There has been an extensive shifting in the alignment of Publix theatres personnel. Leon D. Netter will supervise all details of buying and booking. Philip Seletsky will remain in the home office, supervising regional bookings and acting as contact man for Dave Chatkin. Other contact men will be Louis Notarius for Milton Feld, Alex Halperin for

(Continue on Page 6)

•

United Artists Execs Are All Re-instated

New York.—All the executives released by United Artists a few weeks ago when the retrenchment mania hit the organization, have been reinstated.

•

RCA After Noiseless

Although RCA Photophone and Erpi have a reciprocal agreement about the use of certain patents, the former apparently is reluctant to accept the noiseless recording device of Erpi and is working on its own system.

•

Hoover Sees "Lightnin"

Washington. — President Hoover saw the Will Rogers picture, "Lightnin," at the dinner given by Vice-President Curtis at the Mayflower Hotel.

•

'Morocco' Held to Dec. 23

New York.—Because of the great popularity of "Morocco," the opening of "The Royal Family" at the Rivoli has been postponed until December 23.

"The Wife of Riley" — A RADIO PICTURE NOW EDITING, DIRECTED BY Mark Sandrich

Many Changes Are Made in Publix Theatre Branches

(Continued from Page 1)

John Balaban, Burt Kelly for A. L. Mayer, and Gaston Dureau for William Saal. Kelly will continue to supervise the short subject department.

There are also several shifts in exchanges. M. E. Wiman is in charge at Charlotte, Nat Wolf at Minneapolis, Max Friedman at Des Moines, Harry Sachs at Dallas, A. C. Cowles at Atlanta, Al Bevan at Boston, John Roberts at Scranton. John Dromery in Chicago will take charge of Illinois and Indiana bookings, and T. D. Moule of Detroit bookings. Levere Montgomery will be in charge at New Orleans, and Bert Turgeon at Denver.

Beginning in the February period, bookings will emanate from the field, and talent and the de luxe houses will be booked in New York and cleared through the New York division head of the territory involved. J. J. Friedl will handle the Southern de luxe houses under Balaban and Feld and R. J. O'Donnell replaces him in Atlanta. William K. Jenkins, formerly head of the Southern district realty activities, goes to New Orleans in O'Donnell's place. Theodore Hays succeeds Mike Hughes in the Northwest division.

Buzzell to Coast

New York.—Eddie Buzzell started West yesterday, bound for the Columbia studios in Hollywood.

Tiffany Shows Them How to Save Money

An example of studio efficiency was shown last week when Tiffany utilized the equipment for filming water front scenes at San Pedro 24 hours a day to accommodate two units with stories calling for the same type of scenes.

Both companies were scheduled for two or three days, but by bringing both under one production unit, time and money were saved. One company worked by day and the other at night.

Mrs. Kalmus Here

Mrs. Natalie M. Kalmus, head of the Technicolor Art department, has arrived in Hollywood, after spending several months in the organization's Boston laboratories, studying recent technical improvements in the color process evolved by the Technicolor research staff. She will apply these improvements in several new color films.

Liberty Needs More Room

Expansion in production plans is necessitating larger executive quarters for Liberty Productions and a special building is to be erected for executives, writers and directors.

OKay, Oakie

Jack Oakie isn't superstitious, but—. Three nights before the Bank of Hollywood closed, Jack's mother had a dream. She told Jack at breakfast and he went straight down and drew out his entire account, which ran well up into five figures. It's in a tobacco tin now and is going to stay there.

Dolores Costello To Sign With Warners

Dolores Costello, who has been off the screen since her marriage to John Barrymore, is coming back under the Warner Brothers banner. She will not play in pictures with her husband.

Fairbanks-Crawford To New York for Xmas

New York. — Douglas Fairbanks, Jr., and his wife, Joan Crawford, will spend the holidays in New York.

Checking Film Music

New York. — The Society of Authors and Composers is making one of its periodical check-ups on music played throughout the country. Any kind of music, whether used in features, news-reels or by live talent, must be designated in the answers.

Para. Astoria To Make Foreigns

Although the Paramount studio at Joinville, near Paris, is doing the bulk of the company's foreign production, the eastern studios are buzzing with activity on pictures designed for the outside market. Having just completed dubbing dialog and synchronization for the German version of "Sarah and Son," Max Manne, head of the synchronization department, is adding a musical background to the Polish version of "Dangerous Curves." Dialog for this version was made at the Joinville studios, but insufficient equipment for mixing necessitated shipping of the print here for musical and other effects.

Recently completed foreign versions at the Astoria plant under Manne are the Portuguese edition of "The Devil's Holiday," the German version of "The Vagabond King," and the Portuguese release of "Anybody's Woman."

Louis Cohen Joins Fox

New York.—Louis Cohen, formerly of Universal's theatre department and more recently in business for himself, has joined Fox. He will make a survey of properties that the West Coast theatres have under consideration.

'Good as New' at Warners

New York. — Warner Brothers, have purchased the screen rights to the stage play "As Good as New."

WANTED!

DeForest Phonofilm Wants 75 Good Men

now unemployed, but capable and efficient, with knowledge and experience in the sound equipment field to participate in country-wide Phonofilm parts sales campaign.

APPLY BY MAIL ONLY

SELL YOURSELF IN YOUR FIRST LETTER

GENERAL TALKING PICTURES CORPORATION

218 West 42nd Street New York

Exhibitors of America using DeForest Phonofilm

JOIN US IN THE FIGHT ON UNEMPLOYMENT

Buy Now Keep these men happily employed

Buy Now Keep your machine in perfect order

This company has kept its factory and manufacturing units working full time, and has made available a quarter million dollars' worth of spare parts for Phonofilm, in order to provide employment for capable and deserving men in this industry now out of work. We call your attention to the "Want Ad" to the left.

GENERAL TALKING PICTURES CORPORATION

218 West 42nd Street New York

DAVIES PICTURE HER BEST ED WYNN FILM A SCREAM

"Bachelor Father" Delightful Comedy

"THE BACHELOR FATHER"
Metro-Goldwyn-Mayer

Direction .....Robert Z. Leonard
From play by.....
.....Edward Childs Carpenter
Screen play.....Laurence E. Johnson
Photography .....Oliver T. Marsh
Starring .....Marion Davies
Cast: C. Aubrey Smith, Ralph Forbes, David Torrence, Nina Quartero, Doris Lloyd, Raymond Milland, Guinn Williams, Halliwell Hobbs, Elizabeth Murray, James Gordon.

"The Bachelor Father" is far and away the most entertaining picture in which Marion Davies has ever reached the screen. It presents an entirely new and rather daring theme, even for the talkies. It is hilarious comedy, thoroughly charming and amusing from start to finish. In it Miss Davies displays heretofore unguessed-at ability and talent and establishes herself as the screen's foremost light comedienne.

A titled Englishman, well advanced in years and more than a bit crabbed and gouty, is convinced that his only chance for real happiness lies in assembling his illegitimate offsprings from the various parts of the world where, in his youth, he sowed his wild oats. Since, at the time of their birth, he had paid off the mother of each in turn and kept a record, two of them are easy to trace. The daughter of his real love, (who had refused his money) must be sent for, however, and the old fellow sends his lawyer to America to bring her back. He does. When they are all assembled at the vast estate, things begin to hum. Of course, they make a "new" man out of the "old" one. And he loves it. But most of all he loves "Tony," and when he finds out that she is not really one of his children, things work up to a very exciting climax. Everything is straightened out in a fast finish, and she gets both her "father" and his young lawyer, with whom she has fallen in love.

The direction, by Robert Leonard, is breezy and intelligent. Even though the picture was viewed after its first cutting, the pace never slackened. It will be hard to improve upon it in any way.

The dialogue by Laurence Johnson was excellent. Its naturalness, and some of its "ticklish" lines, necessary to a plot such as this, showed rare humor and finesse. The photography throughout was A1.

C. Aubrey Smith, as the "Father," gave one swell performance. We hope the screen will not lose him back to the stage after this picture. A fine character bit was contributed by Elizabeth Murray as the Irish woman who had fostered "Tony," and Ralph Forbes and entire supporting cast especially Halliwell Hobbs, were very good.

"The Bachelor Father" is a treat for any audience. It is sophistication for "the masses"—naughty but nice. It will undoubtedly put a big feather in Marion Davies' cap, and the S.R.O. sign in the exhibitors' lobbies.

The Fox production, "The Man Who Came Back," and Warner Brothers' "Ex-Mistress" were previewed last night and will be reviewed in The Hollywood Reporter Monday morning.

Paramount Manager Honored in Sweden

Stockholm.—At the annual winter convention of Swedish exhibitors held here Wednesday, resolutions were adopted praising Carl York, Paramount's general manager for Scandinavia, for his services to that country.

May Boley Will Open Here in Legit Show

May Boley will open in "Stepping Sisters" at the Hollywood Music Box on Christmas. The play has been in San Francisco.

New South Seas Film

The picture made by F. W. Murnau and Robert J. Flaherty in the South Seas is now in its final editing stages and will be released as a road show attraction, with negotiations on with Fox West Coast for the Western division rights.

Roxy About Wide Film

(Continued from Page 1)

in the business who had ideals, who had imagination, but they are scarce now. If we can bring back men of that type and the ideals that they stood for, the film business will have the brilliant future which it deserves."

Leaving these higher realms and coming down to mere workaday conditions, Roxy said:

"I believe that, to some extent, the salvation of the business lies in the standardization of wide film. This will bring a new and fresh interest to all moviegoers."

He dismissed the subject of the waning interest in the talking picture very briefly with the comment that the reason is that not enough good pictures are being produced. Then he talked straight at the advertising men.

"Make your advertising simple," he advised. "Get away from this old splash idea. That was all right some years ago, but it isn't necessary nor good business today."

Star As Funny on Screens As Stage

"FOLLOW THE LEADER"
Paramount

Direction .....Norman Taurog
Based on play by ..William K. Wells, George White, and DeSylva, Brown and Henderson.
Continuity .....Louis Stevens
Screen Play.....
.....Gertrude Purcell and Sid Silver
Staging .....Al Parker
Photography .....Larry Williams
Cast: Ed Wynn, Lew Holtz, Ginger Rogers, Stanley Smith, Ethel Norman, Lida Kane, Bobby Watson, Donald Kirke.

A perfect picture of the ridiculous, perfectly projected by Ed Wynn. Laughs galore. Wynn will prove every bit as popular as the mad Marxes, for there is no one funnier than this one-man show. Follow this leader for hearty entertainment and reap in the profits.

Wynn plays the part of Crickets, a timid soul with a yen for the stage, who is a waiter in Ma Brennan's restaurant between engagements. He has been there for five years and one day is accidentally projected into the leadership of the Hudson Dusters, a gang of plug-ugglies. He is forced by them to kidnap the star of George White's "Scandals" in order to give Ma Brennan's daughter her chance at fame and fortune. He gets the wrong girl first, but finally gets the right one, chloroforming himself at the same time. There's a slim romance in here somewhere that turns out all right, and the picture ends as Wynn is demonstrating his latest invention for keeping mosquitoes away.

Norman Taurog has accomplished the difficult task of translating musical comedy into movie terms, and has done it so well that no trace of the stage is left. One never gets the impression that "here is where they rung down the curtain for a few moments and here is where the first act ended." Instead he has made an hilarious, monsensical movie, ably aided and abetted by Ed Wynn, Lew Holtz, good gags and good dialog. And the love interest is kept well in the background by the laughs.

It is hard to convey the tonic effect of Ed Wynn and his inventions. No matter how familiar they may be, by virtue of their utter ridiculousness they are funny. And then there are the scenes which are just as funny without the inventions where he dictates his will and where he explains the "Eggwiped" method to George White. He is a box-office natural and audiences should be thankful that the talkies have been able to capture this "nut" in his natural state.

Lew Holtz, as Sam Platz, press agent extraordinary, contributes some fast and furious fun on his own and brightens the scenes in which Ed Wynn doesn't appear. Ginger Rogers and Stanley Smith are very good as the love interest.

There is one song, too, "Satan's Holiday," which is a wow. It is sung only once, and well sung, we might add, by Ethel Norman. This number is headed for a long run over the orchestra route. It's a honey and might well have been repeated without any harmful effect. Altogether, "Follow the Leader" is a great picture for entertainment and good business.

HANDSCHIEGL COMPOSITE PROCESS
(Patented)
Process Photography on the Original Negative
861 Seward St. GRanite 5954

"Tom Sawyer" Is A Wow in St. Paul

St. Paul. — All existing house records are being broken by Paramount's "Tom Sawyer," playing the Paramount Theatre. There has hardly been standing room in the house since the picture opened.

Business in the other houses is not so good. "Tol'able David" at the Orpheum is only fair, being hurt by "Tom Sawyer" across the street and by a bad vaudeville bill. "The Life of the Party" flopped, the receipts running below even the low grosses of recent weeks.

"Maybe It's Love" doing fair business at the Tower, but also suffering from the big draw at the Paramount.

Business Picking Up In St. Petersburg

St. Petersburg, Fla. — Business is getting better in all houses here. The Alcazar's best engagement was with "Renegades," which stood them up. "Sea Legs" and "Remote Control" also in the week.

The Plaza did great business with "Min and Bill," and also played "The Cat Creeps" and "Outward Bound." "Ladies of Leisure" at the Capitol drew fine notices for Barbara Stanwyk. The Cameo did fairly with "Czar of Broadway."

The Florida, the biggest house here, will re-open on Christmas Day.

B.B.B. Says:
A Bite, A Loff Without Formality
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

A Play by

Hermann Sudermann

now available for motion pictures

"The Dance of Youth"

Stumpy—so called because she is a little person whose unfashionable curves match her apple cheeks and inquiring blue eyes—has not reached her seventeenth birthday untouched by the hectic precocity of Berlin's post-war youth. Romance has entered her life in the attractive person of Fritz, a dispossessed landowner, who meets her once, loves her at sight, and leaves her for her good.

The fascinating dentist, secret passion of Berlin's greatest ladies, for whom the questing child works, is not so scrupulous. Stumpy, influenced on the one side by her poised adventurer half-brother and on the other by her ultra-modern, calculatingly promiscuous sister, Gudrun, surrenders her virture to the magnetic, middle-aged charmer for the thrill of the experience.

Brother and sister impress upon her plastic mind that her aim in life is to make a good match and she docilely accepts the offer of marriage of a pompous trader, who boasts of a big bank roll and a conqueror's nature.

Then, thrilling as ever, her first love, her one love, comes out of the past and she regrets the virtue and freedom cheaply bartered. Fritz, too, is betrothed, but without enthusiasm. The cold, blonde Elinor offers her wealth—wealth that will redeem his beloved estate—for his birth. He is a reluctant lover. But she has—cleverly—given herself to him and he feels in honor bound to marry her, since that is her pleasure. His love for Stumpy is unchanged. He gives her the key of his apartment and the two are happy for stolen hours in an entirely chaste imitation of married life.

Stumpy, true to her hopeless love, jilts the prosaic fiance and confesses to Fritz her surrender to the dentist. Disillusioned and furious, Fritz thrashes the lady-killer, ostensibly because the latter has also made advances to his fiancee. The affair estranges him from Stumpy and, in her desperation, she listens to her half-brother's suggestion that she dance with him at the gayer cabarets. She has begged her sister to intercede with Fritz for her and discovers that the unscrupulous Gudrun has fallen heir to the keys to Fritz' apartment—the keys to paradise. Heartbroken, meditating, with youth's heady despair, various mthods of suicide, she allows her half-brother to persuade her to perform a suggestive dance, clad in little more than a wisp of chiffon. She has seen to it that Fritz attends the night club for the performance, but when her scandalous triumph is over, the child trembles at the recollection of his angrily reproachful eyes.

After the darkest hour comes the surprising dawn. The resourceful half-brother has won the wealthy Elinor from her unwilling fiance and promises Stumpy he will induce his future wife to lend her a sum sufficient to redeem Fritz' estate—should Fritz become his brother-in-law.

Which seems likely. For Fritz assures Stumpy he has only received Gudrun to hear news of his beloved. He returns the keys of his apartment to her. And that night their happy imitation of married life bears a delightful if scandalous resemblance to the genuine article.

THE END

Regarding motion picture rights to above play apply to

MAURICE REVNES, Ltd.

6777 Hollywood Boulevard Hollywood, Calif.

HEmpstead 3188

THE Hollywood DAILY REPORTER

Vol. II, No. 25 Price 10c TODAY'S FILM NEWS TODAY Friday, December 12, 1930

ROXY RAPS MONEY CHASE

TRADEVIEWS by W. R. Wilkerson

SINCE the start of this publication, we have made an effort to catch pictures for previews in theatres and have given the projection room showings a wide berth, with the feeling that a picture is seen under the best conditions when it is shown before an audience and that the four walls of a projection room offer nothing towards a fair judgment of screen entertainment.

Radio Pictures held a preview of "The Royal Bed" at a local theatre the other night. We made an effort to see it. By the time we arrived at the house (more than an hour before the scheduled time) the theatre was sold out and the management would not admit hundreds who wanted to get in. We were one of those hundreds.

•

WE SAW the picture in a projection room the following day, thought it bad and said so. When the review appeared all office phones began to ring, with most of Hollywood, who had seen the picture in the local house, telling us, "you missed one," "you are crazy," "you don't know a good picture when you see one" and many other such thoughts.

•

PERHAPS we're crazy—we may not know a picture when we see one—we might have missed out on "The Royal Bed." We don't think we did. But, however, we are more than ever of the opinion that projection room previews are the bunk in so far as giving a fair estimate of the entertainment value of a picture, particularly when this picture is a comedy and needs audience laughs for proper judgment. And, in so far as this publication is concerned, there will be no more of them.

All of which brings us back to our suggestions in many previous tradeviews—do not take a critical notice on a picture too seriously, for, after all, it is only one person's opinion, and that person, although giving his honest views, may miss the mark one way or the other.

Atta Boy, Al

Al Jolson has taken over a Hollywood Boulevard cafeteria for Xmas day and will serve 1500 dinners to the poor and unemployed.

"All Quiet" Gets German Ban

Berlin.—Ministerial Director Seeger, chairman of the supreme board of censors, has ordered banned from further exhibit throughout all of Germany the Universal production of "All Quiet on the German Front." The reason was "endangering Germany's reputation."

•

Paramount Wants Emil Jannings Back

Berlin.—Paramount is dickering for Emil Jannings. They want him for their German foreigns and also for English pictures in Hollywood.

Showman Says Commercialism Is Injuring Industry---Urges Wide Film Standardization as Important

New York.—"Roxy," the master showman, and "Roxy," the dreamer, the artist, the idealist, was the guest of honor at the A.M.P.A. luncheon yesterday and spoke to the assembled advertising and publicity men in both his individualities. He talked of idealism and advertising, of psychology and wide film, and he made an address that will not soon be forgotten by his hearers.

"One of the great troubles with the picture business today," Roxy said, "is the deplorable lack of practical idealism and the even more deplorable over-supply of commercialism. These two things have placed the industry in the rut in which it now finds itself.

"There used to be men and women

(Continued on Page 3)

•

Picture Deposits In Closed N. Y. Bank

New York.—Although the Bank of the United States, which closed its doors yesterday, was not a strictly picture bank, there were many people in the industry who carried heavy deposits there.

More Slashes At Fox Studio

Fox studios is making another drastic cut in studio forces, just as it did at the time of W. R. Sheehan's departure for New York last November.

Among the departments most affected in this latest slashing are those of the studio administration, involving mostly office workers.

•

Consol. Lists Stock for Am. Record Deal

New York.—Consolidated Film industries declared a quarterly dividend on both the preferred and common stock of 50 cents, payable in January.

The corporation has listed 125,000 shares of additional stock on the New York Exchange for the purpose of acquiring all the stock of American Record Corporation and option warrants to purchase 38,555 shares of American Record Company at $25 a share before August 1, 1931. This deal was announced in The Reporter some time ago.

•

Keith-Albee And Orpheum Dividends

New York.—Keith Albee-Orpheum and the Orpheum Circuit declared dividends today. The former declared 1¾ per cent and the latter the regular 2 per cent on preferred. Both are quarterly and payable January 1.

•

Lasky Here in January

Jesse L. Lasky is due to arrive here the early part of next month for an indefinite stay.

SOUND INSTALLMENTS DRIVING EXHIBS GOOFY

Philadelphia.—Exhibitors throughout this section are having plenty of headaches in their efforts to make the payments on their sound machines as they come due each month. With business in the condition that it is, with house overhead to meet and picture rentals to pay, with most of the houses going into the red each week, these installments, contracted for in the early days of sound, are the difference between some of them staying open or closing their houses.

The big rub in the present situation is that the majority of exhibs in these parts made an early rush for equipment, buying at the top prices, only to be confronted with much lower quotations for the same machine today.

The DeForest crowd are offering an

(Continued on Page 2)

"Dirigible" About Ready; Will Be Road-Showed

With more than $1,250,000 already expended in the production of "Dirigible" over a period of the past seven months, Columbia expects to have the picture completed not later than January 10. It will be released in twelve reels and presented as a roadshow attraction.

•

Industrials Combine

The Rothacker Film Company and the Alexander Film Company, both operating in the industrial field, have combined. Each will hold its individual identification, but will put production and proceeds in one pot.

RADIO SHORTS TWELVE OUT OF SIXTEEN DIRECTED BY Mark Sandrich

THE DAILY REPORTER

W. R. WILKERSON ..Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach, Larry Hughes, Vic Enyart

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

Webb with Gaumont

London.—Millard Webb, American director, has signed a contract with Gaumont to direct a picture. Webb came over here with his wife, Mary Eaton, who is appearing in a London musical.

•

Jack Edwards With RKO

Jack Edwards, former manager of the San Diego Orpheum, left here last night to take over the management of the RKO theatre in St. Paul.

PRODUCTION NOTES

Richard Anderson started production on a new Shakespearean short at Tec-Art, entitled "Othello Gone Hollywood." Cast features Anderson and Mabel Willard.

•

Wanda Hawley, Al Ferguson, Art Mix, Yakima Canutt and Edmund Faye are in the supporting cast for Buffalo Bill, Jr., in "Pueblo Terror," now being directed by Leander De Cordova at West Coast studios.

•

Joel McCrea will play opposite Dorothy Mackaill in "Kept Husbands" at Radio. Lloyd Bacon will direct.

•

Kitty Kelley, New York stage actress, has been engaged for a role in "Private Secretary," which Mel Brown will direct at Radio.

•

Bobby Vernon engaged as gag man on "A Shotgun Wedding," an Educational-Christie comedy, directed by William Watson and starring Buster and John West.

•

Henry McCarthy has been engaged by M. H. Hoffman, of Liberty Productions, to work with Director William Beaudine, and Gertrude Orr and Doris Malloy, the authors, on the screen version of "Women Like Men."

•

Marian Marsh will have the ingenue lead in "Red Hot Sinners," which Warner-First National will produce, starting January 6.

"Doug" to Work On Orient Tour

When Douglas Fairbanks leaves for the Orient early next month, he will take Victor Fleming and a crew of sound technicians and cameramen to film the backgrounds for his next starring-producing picture to be made for UA.

Fairbanks has been working on this story for the past six months, with the nature of it being carefully guarded.

•

National Screen Has Special Trailers

New York.—National Screen has prepared four special trailers for the holidays, two for Christmas and two for New Year's.

•

Radio Publicity Moves

The publicity department of Radio Pictures has moved back into another building on the lot, the old quarters being needed for executive offices.

•

Exhibs Are Worried

(Continued from Page 1)

out and are replacing a lot of the higher-priced equipments and many of the bootleg outfits with their new and improved set. The proposition they are making exhibs enables the latter to get rid of their present sound sets and the terrific payments, and get a new and improved machine at a weekly cost that will permit them to operate without any headaches.

'Blue Angel' Business

In yesterday's paper we reported a gross business for the Rialto theatre in New York of $24,200. That figure should have been for the first two days of the picture instead of the week. Business for the first six days, including Wednesday of this week, amounted to more than $46,000.

Universal Publicity Dept. Is Shaken Up

The Universal studio publicity department is now in the throes of a general re-organization, with Jack Proctor, Johnny Mitchell and Junior Mace being let out, and Bob Donaldson and Jimmy Carrier added.

•

Bowles Out at Met.

George H. Bowles no longer has any official connection with the Metropolitan Sound Studios nor with the Christie Film Company, according to an announcement from William S. Holman.

•

Bretherton Leaving

New York. — Howard Bretherton, Warner director, leaves for Hollywood Saturday.

•

Clara Young Back

Clara Kimball Young has been signed by Radio Pictures for a part in "Private Secretary."

TOL'ABLE DAVID

Dialogue by

John V. A. Weaver

THE Hollywood DAILY REPORTER

Vol. II, No. 24 Price 10c TODAY'S FILM NEWS TODAY Thursday, December 11, 1930

BRITISH FEAR WIDE FILM

TRADEVIEWS
by W. R. Wilkerson

WE WONDER if the lack of interest in fan mail is not responsible, in some part, for the poor condition of the box-office? The fans make the stars, the stars make box-office and box-office makes the industry. Accordingly, does it not seem wise to encourage fan mail?

Yesterday fan mail was the barometer of every player's popularity and was a means by which those in charge of production could estimate the value of stars and featured players. Contracts were drawn on the basis of the amount of fan mail received.

•

TODAY fan mail has dwindled to almost nothing in comparison to what it was during the silent days. A recent survey shows that the fan mail received by the present string of motion picture celebrities has dropped more than 40 per cent since the peak, just prior to the advent of talking pictures.

Among the many reasons attributed for this alarming disinterest of the public are the new type of audience created by the new form of entertainment; the many new faces that have been brought to the front and that have not had sufficient time to work up a large fan following, and the fact that kids, who in the past comprised 90 per cent of the fan writers, have been among those absent from the theatres, taking with them their interest in screen personalities.

•

THERE is a mad scramble by the various picture companies every month to place fan stuff in the fan magazines. These magazines represent a circulation of over 2,500,000, counting only the six major issues, with a reader public of at least twice that. They arouse the curiosity of the readers, said readers write to their favorites, request photographs, and their letters are promptly disregarded by the studios. If they want pictures, the fans must pay, and while the expense of sending them is great, the studio should shoulder the cost and charge it up to publicity, probably the best kind of publicity there is—the personal touch, the individual attention that is so valuable to the box-office.

Encouraging

Many of the stores in the vicinity of Hollywood Boulevard and Vine street have signs in their windows, stating that they will accept checks on the closed Bank of Hollywood in payment for merchandise.

Arthur Will Stay Here Permanently

New York. — After May 1 Harry Arthur will operate the Fox West Coast houses. He leaves next week to spend the Christmas holidays in Los Angeles and will return to New York after New Year's.

Oscar Oldknow, who has been in charge of the West Coast division since Harold B. Franklin left, will look over the entire Fox string from his office in New York, and an operator working under him will take over the duties that Harry Arthur now has.

Exhibs Ask Government To Ban It and Will Boycott Any Producer Making Picture on Large Size

London.—The English exhibitor has taken the wide film situation into his own hands with a request to the British Government that all film of the size other than what is known as standard be barred.

A warning has been sent to the English producers, threatening a boycott of the first studio that places a picture in production with 50, 65 or 75 millimeter film.

Exhibitors over here are having a tough time shouldering the cost of sound equipment and are in a panic over the thought they might be further burdened with wide film. They are of the belief that it should not and can not be done.

One member of the theatre organization has been writing a letter to other theatre owners, telling them this wide film thing is a flop in America and that equipment people are behind the whole thing with the hope of getting further money for replacing present equipment with the new models required to take care of wide film.

General Talkie Offering Work

New York. — M. A. Schlesinger, president of DeForest Phonofilm, has come to the front in the unemployment crisis with an offer to employ immediately 75 men who have a knowledge of sound equipment and service.

The men will be put to work selling the new improved parts for the Phonofilm equipment in all parts of the country.

•

L.A. BUSINESS SLIPS A BIT FROM PREVIOUS WEEK

Without the holiday to help, business in the Los Angeles first run houses slipped back a little from the previous week. "Min and Bill" at the Carthay, "Morocco" at the Chinese, and "Doorway to Hell" at the two Warner houses held up the best. Here is the list:

CARTHAY CIRCLE — "Min and Bill," for the week ended Monday, took in $16,250, which is considered good for the third week.

CHINESE—"Morocco," also in its third week, still holding up well and week ended last night is just over $25,000.

CRITERION—"Jenny Lind," a flop in its first week, was even worse in its second, pulling in only about $6500.

EGYPTIAN — "Derelict," George Bancroft's latest, pulled this house up

(Continued on Page 2)

Oscar Hanson Now Tiffany General Mgr.

New York.—Oscar Hanson, former sales manager of Tiffany, has been promoted to general manager.

Carl J. Goe will take over the sales desk, with Sterling Wilson as his assistant.

•

Dent Brings Shaw Film

New York.—Maurice Dent, of British International Pictures, arrived here from London Tuesday. He has the print of the picture made by BIP that was written and directed by George Bernard Shaw. It is called "How He Lied to Her Husband." The American premiere is set for the Cohan theatre.

Spoor Process Goes Into the Mayfair

New York.—Because RKO wants to try out the Spoor-Berggren process, "Danger Lights" will go into the Mayfair this Friday.

"Sin Takes a Holiday" will continue its run at the Cameo.

•

Fairbanks Goes To Orient in January

Douglas Fairbanks will make a tour of the Orient, leaving San Francisco, January 4.

•

Ingram To Do 3 for Para.

New York.—The Paramount contract for Rex Ingram is said to run for three pictures, all of which will be made at the Joinville studios of this company.

•

New Oakland Publix

Oakland.—Ground will be broken here today for the construction of a new Paramount-Publix theatre, to have a seating capacity of 2500.

IF YOUR BUSINESS IS PICTURES

YOU SHOULD BE IN THE HOLIDAY EDITION OF THE HOLLYWOOD REPORTER COMING OUT DECEMBER 22

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach Larry Hughes, Vic Enyart.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

What used to be exclusively women's beauty parlors have been getting a big play from the male members of the Hollywood colony. The other day a female patron was amused to overhear a "fellow" in the next booth exclaim to the girl doing his hair: "My dear, your work is so good that everyone on the lot thinks my wave is natural." And more than one actor has been seen going into these places for hair-cuts, facials, etc.

•

The wife of one of the screen's temperamental players—not yet a star—is having "husband trouble." She finds it difficult to keep him home nights. In fact, she finds it hard to keep him at all

•

A lot of people around Hollywood who were less than amused at the attitude of a certain young woman immediately after she was handed her starring contract recently, will be glad to learn that she will remain in the East indefinitely, to work—and work the new pose, if she can.

•

Gerrit Lloyd, who had much to do with the story and dialog of "Abraham Lincoln," attended the Notre-Dame-U.S.C. football game and, when the South Bend Irish started their charge, heard a man behind him remark, in a delightful brogue: "God is leading them." Again, when the long dash to a touchdown was made, the remark was repeated. Lloyd turned and said: "God may be leading them, but Rockne is driving them." The man grinned happily. "Don't they make a grand combination," he said.

Austin Making New Freak Fish Picture

Harold Austin, producer of the novelty "Tuna Fishing" short now at the Carthay Circle, has returned from another expedition to the Mexico coast with sufficient film to make a six-reeler of freak fish antics.

The new material shows every freak fish in the southern waters, including sea bats weighing two to three tons, a new species that resembles a rooster, and many others.

•

Pathe Releasing 30 Shorts in December

New York.—During the month of December, Pathe Exchange will release thirty short reels, which include every variety of short reel that is being done in pictures today.

WARNER BID $2,500,000 FOR SUDEKUM HOUSES

New York.—Tony Sudekum, head of the Crescent Amusement Company, is in town at the suggestion of the Warners on a deal that might throw the entire chain of sixty or more houses into the Warner pocket.

This deal has been on and off several times, but it looks now as if there is very little standing between the closing with the reported offer of Warners of $2,500,000 for the group.

These houses, in more than thirty towns, are located in Tennessee, Georgia and Alabama and will give Warners a strong hold in these States if the deal is concluded.

On Broadway for Coming Week

ASTOR—"War Nurse."
CAPITOL—"Way for a Sailor" (new).
CENTRAL — "Chained" (UFA film).
CRITERION-GAIETY—"Hell's Angels."
GLOBE—"See America Thirst" (new).
HOLLYWOOD — Closed for new sound installation.
MAYFAIR — "Sin Takes a Holiday."
PARAMOUNT — "Follow the Leader."
RIALTO—"The Blue Angel."
RIVOLI—"Morocco."
ROXY—"Free Love" (new).
STRAND—"Widow from Chicago" (new).
WARNERS — "Viennese Nights."
WINTER GARDEN—"Mothers Cry."

N. Y. Business Is Off Again Chicago and Phila. Poor

(Continued from Page 1)

a few hundreds, getting around $4700.

LOEW'S STATE — Playing "War Nurse" and kept the box-office sheets about the same as the previous week with $27,500.

ORPHEUM — "Sin Takes a Holiday" kept its pace for its second week, bringing in $17,800.

PANTAGES—"Way For a Sailor" put his house into the red with a take of $10,400.

PARAMOUNT—"Only Saps Work" couldn't keep the pace set by "Tom Sawyer" the week before and the house slid off to $18,500.

RKO—"The Cat Creeps" pleased the mystery lovers and the house picked up a bit, getting $14,200.

UNITED ARTISTS — "The Lottery Bride" sent the receipts off, the take being around $9700.

WARNER'S DOWNTOWN—"Doorway to Hell," in its second week, held up well, corraling $20,000. The Warner houses abandon their day and date policy for one week, this house having "A Soldier's Plaything" for the coming week, and the Hollywood playing "College Lovers." The day and date thing will be resumed after a week.

WARNER'S HOLLYWOOD—"Doorway to Hell" also held up well here, getting $16,000 or better in its second week.

•

Business on Broadway Slides Off Again

New York.—After an encouraging week, business at the Broadway houses slipped again. Only the Mayfair with "Sin Takes a Holiday," and the Roxy with "Lightnin" held up. Here's the story:

ASTOR—"War Nurse" in its seventh week, $8500.

CAPITOL—"Min and Bill" in its second week fell off about 20 per cent, getting around $60,000 on the week.

CRITERION-GAIETY — Howard Hughes still showing that he can take it, with $7400 for the two houses on "Hell's Angels."

GLOBE—"Madonna of the Streets" cashed $21,000, about the same as the previous week with "Big Money."

MAYFAIR—"Sin Takes a Holiday" did very well indeed, taking in $39,100.

PARAMOUNT—"Fast and Loose" failed to draw, the house taking a bad slide with only $50,500.

RIALTO—"Blue Angel," a UFA picture with Marlene Dietrich, got $24,000, which is nothing to shout about.

RIVOLI—"Morocco" doing well. Third week, $35,000.

ROXY — "Lightnin" kept this house almost where it belongs with $95,000 on the week.

STRAND—Did a Brodie with "College Lovers," pulling in only $15,200.

WARNERS — "Viennese Nights" holding on, but only $12,000.

WINTER GARDEN — "Mother's Cry" not good—$16,400.

•

"Min and Bill" Tops Philadelphia Business

Philadelphia. — In a quiet week here "Min and Bill" at the Mastbaum did the best business the house has experienced for many weeks with a happy gross of $57,500. In the other houses the figures were as follows:

ALDINE—"Hell's Angels" in its second week dropped off $4000 from last week with a figure of $15,000.

BOYD—"Sin Takes a Holiday" did O.K. with $20,000.

EARLE—"Silver Horde" not good with $20,000.

KEITHS—"The Derelict" low with $15,000.

STANLEY—"River's End" bad at $11,000.

STANTON—"Africa Speaks" not much with $6100.

"Tom Sawyer" Leads All Chicago Business

Chicago.—Paramount's "Tom Sawyer" at the Chicago did the best business of the week, clicking to the tune of $50,200, which is good any time. The others were not so good.

McVICKERS—"Feet First" in its second week slipped down to $18,400.

ORIENTAL—"River's End" pulled the gross up a bit from last week, getting $30,000.

PALACE — "The Dancers" got $22,500, a little better than "The Silver Horde" the week before.

ROOSEVELT—"Life of the Party," held for a second week, justified it with $17,200.

STATE-LAKE—"Sin Takes a Holiday" cashed in $23,000.

UNITED ARTISTS—"Hell's Angels" at advanced prices got $35,000 in its second week.

WOODS—"To-Day" had to be content with $18,200.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Patsy Ruth Miller
in "LONELY WIVES"
Pathe

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

'RANGO' SENSATIONAL HIT 'REDUCING' HOWLING FARCE

Schoedsack Film Is A Masterpiece

"RANGO"

Paramount

Direction .....
Story .....
Photography ...
Film Editor .....
} Ernest Schoedsack

"Rango" is so far superior to any picture of its kind ever made that our uppermost thought as we left its preview was a fervent hope that its mediocre predecessors will in no way detract from the great measure of success which this picture deserves. It is by no means another "wild animal picture," even though its setting is the jungle of Sumatra and its cast a native tiger hunter, his son, Tua, an ape, and HIS son, Rango. They are supported by thousands of ourang-outangs, baboons, monkeys, tigers, a wild cat, a panther and a water buffalo.

The picture is a story without words—a drama that is chock full of pathos, comedy and terror. It is the manner in which the picture unfolds that holds the audience's interest and sympathy and gives it its compelling power from beginning to end. We follow the hunter and his son in their daily efforts to trap and kill the ferocious tiger. They do. We "move in" on the family life of Tua, the ape, and his little son, Rango. We wake with them at dawn, watch their antics, their struggle for existence, see their methods of self-preservation against their constant enemies, the wild beasts—and go to bed with them at night.

The picture contains sequences of such terrific force and excitement that the audience burst into spontaneous applause several times. Memorable among them are scenes wherein thousands of ourang-outangs take flight before the onslaught of a tiger, some to the tree-tops, others to water, screeching in their terror; the battle between two tigers, in which one is killed; the scene wherein Ali, the hunter, kills a black panther as he is about to kill Tua; the fight to death between a tiger and the only animal of the jungle which, though man's friend and servant, is ferocious and brave enough to fight him, the water buffalo! The buffalo gores the tiger to death.

No credit is too great to heap upon the shoulders of Ernest Schoedsack. The courage and patience which must have gone into the making of this production can only be guessed at. The picture has been cut and edited with the hand of a master. There is just enough dialog, and no shots of anyone making "pictures." Every scene is REAL—and thrilling. So much so that when the final fadeout is reached, and Tua is waiting for little Rango, who has been killed by a tiger, it is as ineffably sad as though one were watching a tragedy of human lives.

Our hats are off to the sponsors and producers of this picture—and if "Rango" does not immediately become the favorite movie star of all who view the production, we miss our bet. Nothing should be spared to exploit this one—everyone should see it—everyone should be crazy about it.

The MGM production "The Bachelor Father," and the Paramount picture, made in the East, "Follow the Leader," were previewed last night. Reviews will appear in The Hollywood Reporter tomorrow morning.

PRODUCTION NOTES

Claude Gillingwater, Vivien Oakland and George Byron have been added to the cast of "Red Hot Sinners," featuring Winnie Lightner, which goes into production at Warner-First National the day after Christmas. Lloyd Bacon will direct.

•

Geneva Mitchell has been engaged by Tiffany to play a supporting part in "The Single Sin," co-featuring Bert Lytell and Kay Johnson. This is the first time Lytell's wife has appeared in the same cast with him.

•

Alan Mowbray and Luis Alberni to cast of "The Devil Was Sick" for Warner-First National.

•

"The Man in Possession," a London hit which MGM bought for William Haines, is being adapted by Sarah Y. Mason.

•

Emile de Recat, formerly head of Pathe's foreign production, has just completed the Italian version of "The Big House" for MGM.

•

Thornton Freeland has been signed by Fox to direct "Six-Cylinder Love," from the William Anthony McGuire stage play.

•

Dorothy Mackaill will star in "Party Husband" for First National, instead of "Reckless Hour," as previously announced.

•

The title of Columbia's "Anybody's Girl," starring Barbara Stanwyk, has been changed to "Ten Cents a Dance."

•

Craig Hutchinson Color Shorts productions has engaged the services of the Dwain Esper new sound recording truck to record the entire series.

•

West Coast Productions started its third feature western at the Cinephone studios today, with Buffalo Bill, Jr., starring and Wanda Hawley opposite.

Dressler-Moran Duo Scores Again

"REDUCING"

Metro-Goldwyn-Mayer

Direction ..... Charles Reisner
Continuity and Dialog .....
Willard Mack, Beatrice Banyard
Additional Dialog .....
Robert Hopkins and Zelda Sears
Photography ..... Leonard Smith
Film Editor ..... M. E. Vanway
Starring .....
Marie Dressler and Polly Moran
Cast: Anita Page, William Collier, Jr., Sally Eilers, Lucien Littlefield, William Bakewell.

"Reducing" starts out at such an uproarious pace that it seemed impossible to maintain it. It didn't. But the picture is, nevertheless, good fun every inch of the way. "Reducing" is a better picture than "Caught Short," though the title has practically nothing to do with the case.

Polly Moran, as Madame Rochay, runs a beauty parlor, mainly for reduction purposes. Thinking her daughter is about to marry a young millionaire and not wishing to be lonely in her wealth, she sends for her poor but proud sister and her family in South Bend. Marie Dressler, as the sister, arrives, with her sappy husband, a grown daughter of her own, and two small boys. Polly puts her to work in the shop, and she causes plenty trouble—and laughs. Marie's daughter steals Polly's girl's beau and, after a rumpus, moves out. Polly's girl is "in trouble," however, and it is only with her Aunt Marie's help that she gets the boy to marry her, with the ensuing family reunion.

The dialog, by Willard Mack, et al, is terribly funny throughout, and some of the gags, especially in the fore part of the picture, are side-splitting. The production needs, and undoubtedly will get, a little judicious cutting, for it sags a bit in the middle. Unfortunately they have allowed it to go completely maudlin for a few moments toward the end in a scene between Dressler and the young millionaire. But any small fault is amply repaid by Marie and Polly, the generally excellent direction of Charles Reisner, and the quality of the production itself.

"Reducing" is a swell comedy for all audiences. Exhibitors everywhere have a great bet in this picture. These two gals sure know their onions, each being a perfect foil for the other and both of them screams. If they are not teamed too often, pictures of this type will be good as gold for many and many a day.

•

Bob Donaldson at "U"

Bob Donaldson, formerly of the First National publicity staff and Liberty Magazine feature writer, has been engaged by Universal to assist LeRoy Johnston, the publicity director. Donaldson goes to work next Monday.

ROUND-UP PICTURES

Present

The First Feature of A New Series

"RIDERS OF THE RIO"

Six Reels
100% Sound and Dialogue
Track and Disc

with

Lane Chandler, Sheldon Lewis, Bud Duncan, Benny Corbett, Karla Cowan, Robert Card and Lorena Carr

Assisted by

"The Arizona Horse Thieves"
Musical Cowboys of Radio Fame

•

AND ALSO, MR. EXCHANGEMAN

Three New Series of Real Up-To-Date

Two-Reel Dialogue Westerns

Now Ready

"Desert Vengeance"
"Code of the Plains"
"Saddle and Spurs"

Featuring
JACK JONES and REX HART

Produced on Regular Schedule

•

Don't Delay! Wire for Your Territory Now!

•

ROUND-UP PICTURES
1108 Lillian Way
Hollywood, California

NEW YORK CITY
Cream Puffs *and* Slams
On NEW PICTURES

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"MOTHER'S CRY"
Winter Garden Theatre

American: It is difficult to be serious about "Mother's Cry," a maudlin "meller" of the "East Lynne" school.
News: Three stars. Those who weep easily had better attend well prepared.
Times: Is in its own right a tastefully produced and notably well acted motion picture.
Telegram: Will grip all sentimentalists and near sentimentalists and as a result is bound to be a success. Miss Peterson deserves loud plaudits.
World: Moderately effective melodrama. Go and weep and have a good time. Mamma gets the works.
Herald-Tribune: Any slight dignity and force that the picture possesses is due to the restrained and sensible playing of Dorothy Peterson.
Evening World: There is no doubt that this picture will be inordinately popular.
Post: It is not very successful either as a story or as a picture.
Journal: To Miss Peterson go all the honors of the picture.
Sun: The writing of the piece lacks the "richness of life." Below the standard of Broadway, whatever may be its fate in the far less choosy outside lands.

"THE BOUDOIR DIPLOMAT"
Globe Theatre

Journal: Treated in a heavy-handed manner. Much explanatory and repetitious dialog for subtlety. One regrets the title wasn't all that was changed.
Evening World: Very nearly as brilliant as was the original.
American: Pretty tiresome attempt at comedy which is barely entitled to rating as a run-of-cargo program attraction.
Herald-Tribune: They removed all the wit from the stage play, engaged players who by no stretch of the imagination could be taken for members of the titled set and, as a final triumph, changed the name.
Times: It is in many ways a diverting comedy, although one misses the subtle shafts that came across the footlights.
News: Jerkily transfers its action from scene to scene. Even the ultra audiences aren't going to go strong for this one.
Telegram: What was once highly diverting, smart, sophisticated theatrical entertainment, now becomes a dull, wooden and stilted screen production.
Sun: Might have been written-well, by anyone in Hollywood. The laughs have been rather carefully removed in the skimpy censor-ridden script. Rather pallid stuff.

"REMOTE CONTROL"
Capitol Theatre

American: A real good comedy-drama has been evolved from the play. Provides an entertaining hour.
Journal: Amiable entertainment in which Haines does his typical clowning.
Herald-Tribune: There were scores who rolled mirthfully in their seats. Has little relation to the stage play.
Telegram: Only passable film fare. Yet it is not without its merits.
Times: William Haines is just about as natural and amusing as his previous impersonations.
Post: It is all very fast and furious. Haines mixes some dashing melodramatics with his familiar comedy antics.
News: Another instance where the cinema boys have done bigger and better by the playwright. You'll enjoy this talkie.

Hanson Appointed Purchasing Head

Arthur Hanson has been appointed purchasing head of the Fox West Coast office. He moves into this job from the Los Angeles office of National Theatre Supply Company, a subsidiary of General Theatre Equipment, owned by Harley L. Clarke, the Fox president.

Harry Webb Makes Deal with Sono-Art

Harry Webb of the Webb-Douglas Productions has formed a new company under the banner of Thrillodramas, Inc., and has closed a deal with Sono-Art for the release of twelve features. The first will be "Swanee River."

This deal will not conflict with Webb's present arrangement for the release of westerns through Syndicate.

Warner Execs on Inspection Tour

New York. — All of the Warner theatre executives left New York yesterday for an inspection tour covering Washington, Cleveland, Pittsburgh, Chicago and Albany.

Those in the party included Spyrous and George Skouras, David Weshner, E. L. Alperson, Clayton Bond, Donald Cox and James Brennan.

When the party reaches Chicago, Warner managers in charge of the Milwaukee, St. Louis and Oklahoma zones will meet them for conferences.

Al Rogell May Make Picture in Germany

Having completed "Aloha" as his second special for Tiffany release, Al Rogell is now set on producing a third that will involve the actual filming of scenes along the Rhine in Germany.

However, before the producer-director can do this, he must get permission from the German embassy. If he gets this on his coming trip to Washington he will go to New York to try to engage Vilma Banky to play the lead.

Picquet Re-elected Carolina Exhib Head

Charlotte. — Charles Picquet was re-elected president of the exhibitor body of North and South Carolina. Others getting offices were Albert Sotille, first vice-president; W. H. Hendrix, second vice-president; Mrs. Walter Griffith, secretary, and W. T. Gray, treasurer.

Cook Visit Delayed

Grant L. Cook, who was expected to return here next week, has deferred his trip for another month, due to conferences on the future policy of Tiffany productions. Phil Goldstone expects to leave here the early part of next week to participate.

Economy Hits Air Lines

As further evidence of economy in the picture colony, both the T.A.T. and Western Air have discontinued the regular schedules between here and Agua Caliente. Heretofore there have been four planes each way per day.

Trailer Co. Seeks Site

The Advance Trailer Company of New York is searching for a suitable sound studio in Hollywood to be closer to production in the handling of trailer material.

New Trem Carr Series

Tiffany has contracted with Trem Carr for an additional series of twelve feature westerns. The producer has three more to make on his present contract.

Broughtan To Liberty

M. H. Hoffman has secured the services of Cliff Broughtan to produce the series of Hoot Gibson feature-length westerns.

PATSY RUTH MILLER
PATSY RUTH MILLER
PATSY RUTH MILLER
PATSY RUTH MILLER
PATSY
RUTH
MILLER
In
'Lonely Wives'
Russell Mack Prod.
Pathe
PATSY
RUTH
MILLER
PATSY RUTH MILLER
PATSY RUTH MILLER
PATSY RUTH MILLER
PATSY RUTH MILLER

THE HOLLYWOOD REPORTER

W. R. WILKERSON ... Editor and Publisher

News and Advertising Staff: William R. Swigart, Frank T. Pope, Larry Urbach Larry Hughes, Vic Enyart.

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California Telephone HOllywood 4741

New York office, 110 West 40th Street J. A. Milligan, Manager

Chicago office, 6 North Michigan Ave. Daryl Doran, Manager

London office, 80 Wardour St. Heath Cobb, Manager

Paris office, 122 Boulevard Murat Jack Spector, Manager

Berlin office, 83-84 Mauerstrasse Joseph Wolfgang, Manager

Published and Copyrighted by The Wilkerson Daily Corp., Ltd. Published every day with the exception of Saturdays, Sundays and Holidays. Printed by The Reporter Press, Ltd. Subscription rates, including postage, per year in the United States and Canada, $10. Foreign, $15. Single copies 10c. Application for second class entry pending.

THE LOWDOWN

When Mary Pickford heard that "Reaching for the Moon" was about to be previewed in a Fox house, things began to pop. But when it was finally explained that this was one of the few houses in Los Angeles available for preview that had the dual recording of film on one machine and sound track on another, everything was fixed O.K.

●

Robert Warwick evidently has a wholesome regard for the pugilistic ability of Victor McLaglen. He is slated for a fight with McLaglen in the Fox picture, "Women of All Nations," and he has retired to the country with Frankie Monroe, a professional pug, to get in shape for it.

●

Billy Haines has opened an antique shop in Hollywood selling REAL early American furnishings. During the past two years he has been one of the greatest collectors of furniture of this period.

●

Frank Whitbeck worked an old circus trick on some of the gang around the West Coast office. He walked into his office Tuesday morning, singled out several office men and suggested they come through with the bets he had won from them on the Notre Dame-Southern California game. The boys paid off, without knowing that Frank had never made them a bet. They got it back.

●

One of the dizziest symposiums cooked up by the local chatter writers is that of a bright young man on a local daily who has requested studio press agents to query all married film celebs as to their opinion on whether a husband should furnish his own money for the wife to buy him a Christmas present.

FAIRBANKS FILM SMASH FOR DOUG AND GOULDING

"REACHING FOR THE MOON"
United Artists
Joseph Schenck Production

Direction .....Edmund Goulding
Starring .....
Douglas Fairbanks and Bebe Daniels
Story suggested by and Music by....
..... Irving Berlin
Screen Story .....Edmund Goulding
Additional Dialog.....Elsie Janis
Photography .....
.....Ray June and Robert Planck
Film Editors .....
.....Lloyd Nosler and Hal Kern
Sets .....William Cameron Menzies
Cast: Edward Everett Horton, Jack Mulhall, June McCloy, Claude Allister, Helen Jerome Eddy.

Exhibitors have learned from past experience that a picture written and directed by Edmund Goulding means good and plentiful business. "Reaching for the Moon" is further justification of their faith in him. It is delightfully reminiscent of the Fairbanks pictures of the good old Triangle days. Doug displays all the familiar eclat of his prolonged youth, and the result is a light, gay, comedy-romance that holds a wealth of box-office and plenty of entertainment value.

Fairbanks plays the part of a young Wall Street financial genius who, on the spur of the moment, takes time out to pursue love and happiness. He flings business to the four winds and follows his lady love on board ship. As he is about to claim the lady, despite the fact that she is already engaged to another, he receives word that the Wall Street bubble has burst and he is flat broke. However, the girl tells him it doesn't matter, that he can come back, and the picture ends on a happy wedding scene, punctuated by remarks on the price of stocks.

Goulding has seen to it that the picture contains plenty of production value. Gorgeous sets in the modernistic manner, beautiful girls, a dash of romance and excellent timing of laughs. The picture goes suddenly and violently slapstick about half way through. They make use of an old burlesque gag and give it a new twist by making the outcome entirely different from what was expected by the build-up. The result is ten minutes of hilarious nonsense and an extra credit to Mr. Goulding's sense of humor. Credit Mr. Goulding, and Miss Janis too, for some swell dialog.

Doug is still Doug and as such is not to be denied. He is perfectly at ease before the mike, speaks his lines well, and is entirely himself in a light comedy part. As lithe and agile as ever and just as inclined to prove it, he is the same Fairbanks who has been an idol with the fans for so many years.

This production completes Miss Daniels' change of personality. She is a new, more youthful, yet more sophisticated Bebe, and has been gorgeously photographed. There is but one fault. She is inclined to underline phrases which need no emphasis.

Edward Everett Horton as the valet is just about perfect. He has been given a grand part and makes the very best of it. Jack Mulhall, Claude Allister, Helen Jerome Eddy and June McCloy, a most personable newcomer, complete an entirely good company.

Irving Berlin has contributed a score that is in tune with the modernistic atmosphere. He has written one "hot" number which will be heard around, and which is sung by a fellow, Miss Daniels and June McCloy, about whose voice there will be very definite likes or dislikes. It comes as a big surprise because of its extremely low pitch, and the reaction is something like learning to care for ripe olives.

Cromwell Leaves N. Y.

New York. — Richard Cromwell, Columbia star, left New York yesterday for Hollywood. He will break the jump by stopping off in a couple of towns for personal appearances with "Tol'able David."

Punch and Judy In Chicago Folds Up

Chicago. — The Punch and July theatre here has closed its doors after several weeks of poor business. It opened several months ago with "Abraham Lincoln" at $5 top for the opening and advanced prices for two daily shows.

The intelligentsia patronized it and it had Russian decorations and tea in the lobby. But the management could get no pictures that pleased the highbrows, so the scheme folded up.

●

Colman Leaving for Vacation in England

Ronald Colman will leave Hollywood in a few days for New York, where he will attend the opening of "Devil to Pay," then taking a boat for England for a vacation.

●

Booking for Van Beurens

Seattle. — The entire Van Beuren series of shorts released through Pathe has been booked by the Danz-Lukan Circuit.

"Royal Bed" Could Have Been Good, But Misses

"THE ROYAL BED"
Radio Pictures

Direction .....Lowell Sherman
From the play by Robert E. Sherwood
Screen play .....J. Walter Rubin
Photography .....Leo Tover
Sets by .....Max Ree
Cast: Lowell Sherman, Mary Astor, Nance O'Neil, Anthony Bushell, Alan Roscoe, Robert Warrick, Hugh Trevor.

There is very little box-office to this picture, other than the title. It will cause no unusual hurrahs where played. It could have and should have been a gem. The story was there, it was given a good screen play by J. Walter Rubin, but the direction by Lowell Sherman and the casting of important parts pulled the story, dialog, and some good acting down over its head.

Lowell Sherman is a good actor to any audience. In the part of the king in this production he is unusually good, but he was away off in the handling of a story so deft and subtle. A story of this type requires a Lubitsch, and certainly Sherman has shown no such qualifications.

The story could have been grand fun. It concerns a king in a small kingdom, who wants to do everything else but a little kinging; a queen who insists on doing all the kinging for her husband; a daughter who is bored with anything pertaining to royalty, and,of course, a prime minister and head of the army. It has a revolution, a romance between the princess and the king's secretary and a little bit of everything that goes into a story of this kind. These ingredients and the treatment they receive in the story should have made of it a very unusual and fine production. But miscasting (particularly the part played by Robert Warwick) and direction destroyed the fine points and the motivating actions.

Mary Astor, as the princess, was very good, and at all times natural. Nance O'Neil as the queen did the best that could be done under the conditions. Anthony Bushell meant nothing and Robert Warwick was unusually bad.

In this day, when good story material is at such a premium and the unusual gets such great attention from those fans shopping for pictures, Radio Pictures could make a lot of money by shelving this production of "The Royal Bed" and starting all over again to make a great picture, one that would repay the double production efforts.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

DICK POLIMER
Agency CLadstone 6159
Current Engagements
Patsy Ruth Miller
in "LONELY WIVES"
Pathe

CHARLES GEORGE SAXTON
STORIES and DIALOGUE
FOR RADIO PICTURES

Synopsis of play now available
for motion pictures

"JIM QUIXOTE"

A Play

by

DION TITHERADGE

On a stone bench of the Thames Embankment, in the wan light of a street lamp, sit three strangely contrasted figures. An ex-pug, down and out, picking pockets to keep life in his squalid body; a despairing girl, too pretty to keep a job and decency; a young man in immaculate evening dress, who fingers a revolver and threatens to put an end to an unsuccessful literary career.

Apparently the greater misery of his companions shames him. At least he has a temporary home—the use of an absent friend's apartment. He begs his chance associates to share it with him. They hesitate. The ex-pug admits he is likely to lift any little thing that may be lying around. The girl is proud—and knows men too well. But necessity drives both to the unexpected haven. Helen, bitterly resigned to shame, goes to her room unmolested. The ex-pug endures no worse than a bath.

The three pool their misery. Helen types work that the writer finds for her. The ex-pug, wincing under the stigma of respectability, does the housework. The literary failure writes busily.

Helen is happy—hopes again—grows to more than admire the man who seems peculiarly suited to his strange name—Jim Quixote. But a day comes when the curious idyll is shattered. The ex-pug and a priceless miniature vanish together. Jim is obliged to confess that he is engaged to the original of the missing picture, who returns to town that day.

She arrives with her mother, a conventional, dominant woman, of whom she is the pale reflection. Both put the worst construction upon Jim's strange menage. They do not hesitate to connect Helen with the disappearance of the miniature and demand that Jim send her back to the streets where she belongs. Before they leave Helen learns from them that Jim has deceived her. He is the wealthy owner of the apartment, using the misery of unfortunates to provide "copy." He has tricked her into accepting charity. Jim pleads guilty to the deceit. But how else could he have won her confidence —helped her? Scornfully advising him to live his own life, Helen leaves.

Jim determines to take her advice. Enough of this quixotic nonsense. For years he has been managed by his fiancee and her family. In the course of the quarrel the girl has handed him back his ring. But she has no intention of losing a rich husband. She will whistle him back again when it suits her.

Jim, proceeding in characteristically original fashion, has Helen traced, arrested for theft of the miniature and brought to his apartment. There he proposes marriage. Helen refuses, believing Jim doomed to fall again into the clutches of his fiancee. The girl and her mother call, condescendingly ready to take him to their virtuous bosoms. Jim has nothing for them but the pawn ticket for the miniature, retrieved from the ex-pug. And Helen is at last persuaded to trust her destiny to one who, after all, does strive, like his great namesake, to be "a very gentle knight."

THE END

DION TITHERADGE

Author of the Following Produced Plays

Jim the Rat, London	1910
The District Visitor, London	1912
Taken on Trust, London	1915
A Girl of Today, London	1917
Peg for Short	1917
A Wife's Dilemma	1918
The K. C.	1918
Something to His Advantage	1918
The Name	1920
Kate-a-Whimsies	1920
Puppets	1924
The Odd Spot	1924
Jim Quixote	1925
Loose Ends	1926
The Apache (from the Hungarian)	1926
The Crooked Billet	1927
The Tiger in Men	1929

Extract from the United States Copyright Law:

(Sec. 28) "That any person who wilfully and for profit shall infringe any copyright secured by this Act or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both, in the discretion of the court."

Regarding motion picture rights to above play apply to

Maurice Revnes, Ltd.

6777 Hollywood Boulevard
Hollywood, Calif.
HEmpstead 3188

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METRO-GOLDWYN-MAYER

Pictures in Production

"PARLOR, BEDROOM AND BATH"—From play by C. W. Bell and Mark Swan; dialog and continuity by Richard Schayer; additional dialog by Robert Hopkins. Buster Keaton starring, with Sally Eilers, Charlotte Greenwood, Cliff Edwards, Reginald Denny. Edward Sedgwick directing.
"GENTLEMAN'S FATE"—Novel by Ursula Parrott; dialog and continuity by Leonard Praskins. Starring John Gilbert, with Anita Page, Leila Hyams, Louis Wolheim, George Cooper. Mervyn LeRoy directing.
"LET US BE GAY" (French version)—With Lily Damita and Adolphe Menjou. Directed by Andre Luguet.
"TRADER HORN"—With Harry Carey, Duncan Renaldo and Edwina Booth. W. S. Van Dyke directing.

Pictures in Preparation

"THE SECRET SIX"—Scenario and dialog by Frances Marion. With Wallace Beery and Marjorie Rambeau. George Hill directing.
"THE SQUAW MAN"—C. B. DeMille directing. Warner Baxter and Roland Young only members of cast.
"DAYBREAK"—Starring Ramon Novarro. Jacques Feyder directing.

Pictures Editing

"THE GREAT MEADOW"—Directed by Charles Brabin, with Eleanor Boardman and John Mack Brown.
"THE BACHELOR FATHER"—Robert Z. Leonard directing. Starring Marion Davies, with Ralph Forbes, C. Aubrey Smith, Raymond Milland, Guinn Williams, David Torrence.
"THE EASIEST WAY"—With Constance Bennett, Adolphe Menjou, Robert Montgomery, Marjorie Rambeau, Anita Page, Clark Gable. Director, Jack Conway.
"REDUCING"—With Marie Dressler, Polly Moran, Anita Page, Buster Collier, Jr., Lucien Littlefield, Sally Eilers. Charles Reisner directing.
"INSPIRATION"—With Greta Garbo, Robert Montgomery, Lewis Stone, Marjorie Rambeau. Clarence Brown directing.

Sears Enthusiastic on Business Outlook

New York.—Gladwell Sears, of the Warner sales department, has just returned from a trip around the middle and far West, and is most enthusiastic regarding the outlook for business after the first of the year.

Lukas in "New Morals"

Before making his debut as a co-star at Paramount, Paul Lukas will play one more male lead opposite Ruth Chatterton in "New Morals." There will be two other male leads in this picture. Paul Cavanaugh is one and the third has yet to be selected. John Cromwell will direct.

Mexico Office for Col.

New York.—Columbia has opened an office in Mexico City. It will be managed by A. L. Kalb, formerly of Metro-Goldwyn-Mayer's Latin sales.

Riots Over 'All Quiet'

(Continued from Page 1)

from those shown throughout other parts of the world."

The Nazis (German Communists) held a big parade Monday night and assembled in the Nollendorf Platz yesterday afternoon to march on the the theatre and demand that the doors be closed and the film burned. The mob was led by Josef Goebbels, chief lieutenant of Adolph Hitler.

The local office of Universal is waiting word from Carl Laemmle, who is in Hollywood, regarding their action in this present crisis.

Will Rogers to Do George Ade Comedy

Having finished "Connecticut Yankee," Will Rogers will soon go into production of "The Heir to the Hoorah," which will be followed by the George Ade comedy, "Father and the Boys."

'Three Girls Lost' Starts Next Mon.

"Three Girls Lost" goes into production at the Fox lot next Monday. Loretta Young is starred, and in the cast are Virginia Cherrill, Joyce Compton, John Wayne and Neil Hamilton Sidney Lanfield is the director.

Warner Film Re-named

Warner Brothers' "The Steel Highway" has been re-titled "Other Men's Women."

All Fox Foreign Branches in Race

New York.—With all the Fox foreign exchanges in heated competition for the largest sales and collections in the drive now on in honor of Fox Anniversary week, beginning January 18, France heads the list for advance sales and collections.

Runners-up in the order of turnover are England second, followed by Japan, Cuba, Argentine, Holland, Italy, Spain, Australia, Turkey, Egypt, Greece, Norway, Singapore and China.

Fox West Coast Has Another Building

Fox West Coast theatres has taken another building across the street from the home office location. It will be occupied by Jack Frost, Los Angeles division manager, his bookers and buyers, and by Harry Hartman, the division head of Southern California, and his bookers and buyers.

Foreigners at MGM

Twelve people arrived on the MGM lot yesterday to start work in foreign versions. Among them are one French actor, two French actresses, three Spanish actresses, two Spanish actors, two Spanish directors, one Spanish author and one French author. MGM plans to start work on the Spanish version of "Min and Bill" immediately.

Columbia Sells Chain

Detroit. — Columbia has sold its season's product to the Co-operative Theatre Service Company, which operates 46 houses in and around Detroit.

Franklin Denies Deal

(Continued from Page 1)

staff and I have been making a careful survey of conditions throughout the country and the result of this survey will finally determine my future plans.

"It is a well-known fact that business conditions at present warrant the most careful consideration, and any activity that I finally undertake will be founded on a strong financial structure.

"At the proper time I will make known my plans."

However, H. B. has a big deal all cooked up and signed. It may be Hughes and it may be others.

BEAUTIFUL HOLLYWOOD ESTATE

(FOURTEEN ROOMS FURNISHED)

COST.....$177,850.00
SACRIFICE..... 60,000.00

TERMS

Inquire: 1603½ N. Wilcox GL. 4612

ROUND-UP PICTURES

Present

The First Feature of A New Series

"RIDERS OF THE RIO"

Six Reels
100% Sound and Dialogue
Track and Disc

with

Lane Chandler, Sheldon Lewis, Bud Duncan, Benny Corbett, Karla Cowan, Robert Card and Lorena Carr

Assisted by

"The Arizona Horse Thieves"
Musical Cowboys of Radio Fame

•

AND ALSO, MR. EXCHANGEMAN

Three New Series of Real Up-To-Date

Two-Reel Dialogue Westerns

Now Ready

"Desert Vengeance"
"Code of the Plains"
"Saddle and Spurs"

Featuring
JACK JONES and REX HART

Produced on Regular Schedule

•

Don't Delay! Wire for Your Territory Now!

•

ROUND-UP PICTURES
1108 Lillian Way
Hollywood, California

The Hollywood Daily Reporter

Vol. II, No. 23 Price 10c — TODAY'S FILM NEWS TODAY — Wednesday, December 10, 1930

ASK "ALL QUIET" BAN

TRADEVIEWS
by W. R. Wilkerson

AFTER seeing "Reaching for the Moon" we have come to the conclusion that Edmund Goulding is probably the most important box-office individual in this industry. He is important for the reasons that he rarely misses with a picture, that he has the most uncanny idea of screen entertainment, that he authors almost everything he directs, and that exhibitors throughout the country have come to look on him as sure-fire and any picture submitted to them with his name attached to it is given every consideration in bookings, playing time and exploitation.

•

EDDIE knows entertainment as few other people do. He gives the artistic a wide berth, although he is one of the most artistic. He writes, directs and shoots with both eyes on the box-office, but not in the manner that makes of his pictures a one-class production. He plays for every class, the big and small town and the neighborhood alike.

The thing that makes Goulding so important is the fact that he knows story, is able to write it; he knows direction and is able to stage it; he knows casts and is able to pick them. How many other directors in this industry have such qualifications?

•

GOULDING has unearthed some very valuable players. He discovered Lew Ayres, gave him his first test, got Pathe to sign him. Pathe let him go. He saw great possibilities in Helen Twelvetrees at the time Fox passed her on. He picked Phillips Holmes, and lifted him to prominence with "Devil's Holiday." He made Paramount realize it had an unusually fine actress in Nancy Carroll. He brought Joan Crawford and Constance Bennett to the front in "Sally, Irene and Mary."

He has another big winner in "Reaching for the Moon" (reviewed in detail on another page) and one that will be great guns for United Artists, for Douglas Fairbanks, for everyone connected with the production and, of course, for Eddie himself.

Just Twenty-One

Douglas Fairbanks, Jr., was given a surprise party at Pickfair last night in honor of his twenty-first birthday.

Fox To Alternate Publicity Heads

In an effort to establish a closer relationship between the distribution and production forces of the Fox organization, Glendon Allvine and Victor Shapiro will alternate between here and New York every six months.

Shapiro will leave here January 1 and will return in June to relieve Allvine, who will then assume the New York end of the Fox publicity and advertising. The personnel will remain the same, both East and West.

•

Goulding To N. Y. for New Para. Picture

Edmund Goulding, accompanied by his assistant, Lonnie D'Orsa, is leaving for New York tonight to start the preparation of "Up Pops the Devil," a Paramount production which will be made in the Long Island studios.

UFA Head Appeals To Hindenburg To Stop Picture---German Exhibs Agree Not To Show the Film

Berlin.—The showing of "All Quiet on the Western Front" at the Mozartsaal is causing wild demonstrations, not only in Berlin, but throughout all of Germany. It has taken on a political aspect and is being used by the Nazis as a means to uproot the entire government.

Dr. Albert Hugenburg, president of the UFA company, has requested President Von Hindenburg to withdraw his permit.

The German Motion Picture Theatre Owners adopted a resolution wherein all members refused to show the picture in their theatres and "regretted exceedingly that Carl Laemmle, a German-American, should present twelve years after the war a war film in which the German version differs

(Continued on Page 3)

•

Franklin Denies Hughes Financing

Harold B. Franklin denies the story printed in this publication yesterday regarding a possible hook-up between himself and Howard Hughes in the formation of a circuit that H. B. has in mind. Mr. Franklin said:

"Notwithstanding rumors to the contrary, I have neither negotiated nor closed for any financing in connection with future activities. My

(Continued on Page 3)

MGM Wins Denver Contract Suit

Denver. — Metro-Goldwyn-Mayer was given the nod by the U. S. District Court in Denver in its suit for breach of contract by the Bimetalic Investment Company, owners of a Denver theatre.

The court ruled that the invalidity of the arbitration clause in the contract does not affect the enforceability on other points, and said that the contract can be arbitrated in another way before coming to the courts.

•

Lee Marcus Arrives in Hollywood Today

Lee Marcus, vice-president of Radio Pictures, arrives in Hollywood today for a stay of a week or ten days. While here Mr. Marcus will look over the Culver City studios of Pathe, consult with E. B. Derr, have a look at the new pictures at Radio and talk things over with Joseph I. Schnitzer, president of the company.

•

Ann Harding Ill

Ann Harding was forced to leave the set of "East Lynne," now in production at the Fox studios, yesterday with an attack of laryngitis. She was removed to her home and expects to recover sufficiently to resume work within a few days.

•

Arthur Here Next Week

Harry Arthur, Eastern head of Fox theatres, is expected here December 20. On his arrival, Oscar Oldknow will go East. This arrangement will last for three months and then the thing will be reversed for a similar period.

WARNERS TO OPEN FIRST STOCK CO. IN ST. LOUIS

New York.—Warner Brothers announced yesterday that, beginning Christmas week, they will operate the Grand Central theatre in St. Louis as a stock house. A permanent company of players is being assembled for the production of Broadway successes and original stage shows. Joseph Hayden, of Denver, has been engaged as stage director.

The Warners believe that, by this means, they will be able to secure better picture material, both in stories and in casts. If the St. Louis venture clicks, the plan will be extended to other sections of the country, theatres being opened in several of the more important cities.

Grainger Delayed; Leaves N. Y. Today

New York. — James R. Grainger leaves today for the West, having been delayed. He will visit Chicago, Kansas City, Denver, Des Moines and San Francisco before arriving in Los Angeles.

•

Mayer Leaves for Rest

L. B. Mayer, production head of Metro-Goldwyn-Mayer, left last night for Santa Barbara and the Cottage Sanitarium for a rest, due to overwork.

TALKING TURKEY — A RADIO PICTURE NOW EDITING DIRECTED BY Mark Sandrich

MUSSOLINI CUTS THEATRE PRICES TO REDUCE LIVING

Rome. — Mussolini has his own ideas about cutting the costs of living and is putting some of them into effect, much to the disgruntlement of the show business.

He has issued an edict that the admission prices at all theatres, legitimate, vaudeville and picture, shall be cut 10 per cent. This has brought about a cut in the salaries of all players, stage hands and other employees of the theatres, those getting high prices being cut as much as 20 per cent.

20 Shorts To Complete Pathe 1930 Program

Pathe is to make twenty more two-reel comedies by February 1 as the balance of 52 to be made on this year's program.

This will be followed immediately with a batch of 52 more for the 1031-32 program.

Eugene Zukor Heads Federation Committee

New York. — Eugene Zukor has been appointed chairman of the Motion Picture Division in the drive for funds of the Federated Jewish Philanthropic Societies.

Others co-operating are David Sarnoff, Leo Brecher, A. C. Blumenthal, William Morris, Maurice Goodman, Walter Reade, Sam Morris, Joe Brandt and Louis Bernstein.

UA Wants Carl Young's Theatres

The three houses in Glendale, owned by Carl Young, are getting a lot of attention from Joseph Schenck, who would like to have them for his UA chain.

RKO Signs Arline Judge

New York. — Arline Judge, from the New York stage, has been signed by Radio Pictures and will leave shortly after Xmas for Hollywood.

Derr Stays at Pathe

(Continued from Page 1)

both companies as a direct result. The Warner-First National operation of the joint exchanges will be watched for encouragement in changing the RKO mind regarding this decision.

Lee Marcus, vice-president and sales head of Radio Pictures, is slated for the presidency of Pathe, and will no doubt supervise the sales of the organization in addition to his present duties with Radio.

This purchase of Pathe by RKO will cause an enlargement of the newsreel activities, in that additional sound trucks will be purchased to give Pathe News a world coverage.

The Pathe studio, one of the best managed plants in pictures, will continue as it has been in the past. A big program of pictures will soon be announced for production at this lot.

"Sex in Business' Cast All Stage

New York. — "Sex in Business," which goes into production at the Paramount Eastern studios next week, has a cast composed entirely of stage players.

They are Claudette Colbert, Fredric March, John Kearney, Ralph Morgan, Avonne Taylor, Pat O'Brien, Jules Epailly, Charles Ruggles, Ginger Rogers, Leonard Carey, Monroe Owsley and Janet McCleary.

Goldstein Latin-Amer. Manager for Columbia

New York.—Louis Goldstein has been appointed Columbia sales manager for Latin-America and has left for Mexico to assume his new duties.

Mr. Goldstein recently was with MGM as manager of that company's Cuban and Central American offices. Prior to that he was with First National.

Labor Trouble Shuts Theatres in Racine

Racine.—All theatres in town were dark last night as a result of a labor war here, brought on by wage disputes between the theatre managers and the unions. More than 125 people are out of work as a result.

Wallace Smith Signed

Wallace Smith, who has just completed the screen version of "Children of the Streets," for Radio, has signed a new contract with the company and will be back at work after a two months vacation.

Poor Sound Expensive

London.—The installation of inferior sound equipment has cost British exhibitors more than $1,000,000, according to T. P. Drew, sales manager for Western Electric, Ltd., of London.

"Birth" Goes To Cohan

New York.—The synchronized version of "Birth of a Nation" will go into the George M. Cohan theatre, opening December 18.

Davis Will Re-open

Pittsburgh.—The Warners will reopen the Davis theatre, which has been closed for a long time.

Cartoonist with Educ.

New York.—Ken Kling, cartoonist, has been signed by Educational to write comedy dialog.

Pathe Retains Stein

Pathe has taken up its option on Paul L. Stein for another year.

Brisbane on Sunday Movies

In his signed column in the New York American, Arthur Brisbane writes, anent the agitations against Sunday movies:

"The two greatest moving pictures in the world are a fine sunset and the rushing water of Niagara. The Lord does not close them on Sunday. Why the itch in one man's life to control the life of another?"

Berlin Riots Due To 'Quiet' Change

Berlin.—The riotous demonstrations against "All Quiet On the Western Front" have died out and the picture is doing a capacity business, S.R.O. being the rule.

The whole uproar seems to have been caused by resentment on the part of the Communists and Facisti because the picture was not being shown in Germany in the form in which it was made. Germany was the last country to which the book was admitted, but it was widely read and everyone knew how it dealt with the war. So, when "All Quiet" came along, doctored to suit the German palate, the turbulent factions grabbed it as an excuse for rioting.

"Finn and Hattie" Cast

Mack Swain and Louise Mackintosh have been added to the cast of the Paramount production of "Finn and Hattie Abroad."

Automatic Dime Movies

(Continued from Page 1)

the opening of the show and the picture is unreeled from beginning to end without any further attention on the part of an operator. When the end has been reached the show starts all over again, and so throughout the course of the day.

The automatic movie idea will be carried through in so far as the admissions go. Patrons will deposit 10 cents in a slot in a turnstile, similar to the one now being used in the New York subways.

The operation of these houses will only require two persons, a house manager and a mechanic, who will be on hand in case of a break occurring in the film.

With the back screen projection, the auditorium of the theatre will be rendered absolutely fireproof, as an asbestos curtain will close off the screen at the least emergency.

This idea is the one that Cortlandt Smith has been working on for some time. He will be in charge of the entire operation for RKO.

Western Electric has been working with RKO and Translux heads, perfecting the sound end, and it is said everything is O.K. for a start.

Another important feature will make a special daylight transparent screen available for the automatic projection, making it practical for open air shows with the dime in a slot admission.

Patsy Ruth Miller Signed By Pathe For 'Lonely Wives'

Patsy Ruth Miller, who was co-starred with Edward Everett Horton in four Warner Brothers' productions last season, is again to be seen—and heard—opposite the popular comedian in Pathe's "Lonely Wives," a special.

Miss Miller is credited with much of the box-office draw of Columbia's "Last of the Lone Wolf," which played the RKO houses, into which "Lonely Wives" is scheduled to be booked.

In "Last of the Lone Wolf" the young actress played a sophisticated role; in "Lonely Wives" she is cast as a vivacious "steno," a laugh-provoking part developed by Russell Mack, who is to direct the production, and Walter DeLeon.

EDITORIAL COMMENT

PATSY RUTH MILLER is one of the most versatile and accomplished of the younger screen "draws."

Immediately following her performance for Richard Boleslavsky in "Last of the Lone Wolf," she accepted a contract to star in "Rebound" at the Fulton theatre in Oakland and was enthusiastically greeted by record-breaking business and exceptional reviews, both by Oakland and San Francisco critics.

She remained to play the Helen Hayes role in "Coquette" and duplicated her success. She was paid more than any stage luminary ever brought to Oakland—and fully justified the expenditure at the box-office. Miss Miller also has appeared on the stage for Henry Duffy and other producers.

Patsy Ruth Miller again looms as one of the most valuable bets in the free-lance field.

—Dick Pollmer Agency
GL. 6159

Personal Representative
sig schlager

Advt.

Synopsis of play now available for motion pictures

"RED SUNDAY"

A Play

by

HUBERT GRIFFITH

Sunday, January, 1906—Red Sunday. Thousands kneeling in prayerful petition to the "Little Father," mowed down by the artillery of the fantastic autocrat. The volcano of popular wrath shudders ominously. Lenin, secret and powerful, works in the darkness. Trotsky, less skilful, takes the long trail to Siberia with his bride and uses his leisure to prepare himself for the day.

The Great War. Russia in extremis. An Emperor guided by the stars and a mystic, neurotic wife; an Empress dominated by a lustful peasant, a blasphemous beast who jingles sovereign and country in his fist for barter to the enemy. A princeling will slay him—while Lenin waits. The holy seducer goes out in a death scene that is like a madman's nightmare.. Shot full of cyanide of potassium, the lusty peasant still babbles to his horrified host. Three treacherous shots in the back fail to finish him. He will not die. He crawls into the garden like a hunted beast. With heavy sticks and revolvers the Prince and his followers pursue him. Many shots ring out in the night. The great inert form is dragged back into the room. Hysterical, half-crazed with horror, the Prince rains blows with a heavy candlestick upon the prostrate form. "Won't you ever die? Won't you ever die?" He falls fainting across the body of his enemy.

The pitiful, fear-ridden pair at the palace must follow the unfrocked monk who dragged their empire in the mire. The wretched scion of a line of madmen and tyrants, the woman who has learnt nothing and forgotten nothing, must step from the imperial throne. Nicolas is meekly willing. Has he not always wanted to be a gardener? Poor puppet, there is more than the lilies and the roses waiting for him and his at Tsarskoe-Selo.

The Red Day. The tardy triumph. How many who gave their all for it lie in their forgotten graves—unheeding? But to Lenin falls the great task, the uneasy throne of the revolutionary chieftain. And Trotsky shares his labors and his triumph.

Bitter years. The Dictator wades in blood, stabilizing the revolution, hacking order from chaos. And when the hour comes that he foresees an end of carnage, a chance to devote himself to the rebirth of the tragic land, destiny has a little ironic gesture. Lenin is shot as a tyrant by a young girl whose brother has fallen a victim to the murderous mechanism of the revolutionary machine.

THE END

HUBERT GRIFFITH

(Playwright and Dramatic Editor Theatre Review, London, formerly Dramatic Critic Daily Chronicle, The Observer, The Evening Standard of London

AUTHOR OF

"Tunnel Trench," Produced in London 1925

"The Tragic Muse" (adapted from Henry James), Produced in London.....1928

"Red Sunday," Produced in London 1925

Extract from the United States Copyright Law:

(Sec. 28) "That any person who wilfully and for profit shall infringe any copyright secured by this Act or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both, in the discretion of the court."

Regarding motion picture rights to above play apply to

Maurice Revnes, Ltd.

6777 Hollywood Boulevard

Hollywood, Calif.

HEmpstead 3188

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

COLUMBIA STUDIOS

Pictures in Production

"THE LAST PARADE"—Original story by Casey Robinson. Continuity and dialog by Dorothy Howell. Erle Kenton directing, with Jack Holt, Tom Moore and Constance Cummings in the cast.
"DIRIGIBLE"—Frank Capra directing. Continuity and dialog, Joe Swerling. Cast: Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Harold Goodwin, Clarence Muse, Emmet Corrigan, Selmar Jackson, Al Roscoe.
"DESERT VENGEANCE"—A Buck Jones feature with Louis King directing, from story by Louis King and Stuart Anthony.

Pictures in Preparation

"FOR THE DEFENSE" (temporary title)—Evelyn Brent featured. No director or cast as yet.
"VIRTUE'S BED"—From the New York stage success. Dorothy Howell is working on the story. No cast or director.
"JOAQUIN MURIETA"—The next Buck Jones feature. No cast or director.
"ARIZONA"—Play by Augustus Thomas. Jo Swerling on story.
"THE MIRACLE WOMAN"—From the play "Bless You, Sister." Adaptation and continuity, Jo Swerling. Featuring Barbara Stanwyck, Frank Capra to direct.
"THE FLOOD"—John T. Neville preparing story. James Tinling to direct.
"SUBWAY EXPRESS"—From the New York stage hit. Fred Newmeyer will direct. Jack Holt featured.

Features in Final Editing Stages

"ANYBODY'S GIRL" (formerly "Roseland")—Director, Lionel Barrymore. Cast: Barbara Stanwyck, Ricardo Cortez, Monroe Owsley, Sally Blane, Blanche Frederici, Phyllis Crane, Harry Todd, Olive Tell, Victor Potel, Sydney Bracey, Aggie Herring, Martha Sleeper, David Newell. Story, adaptation and continuity, Jo Swerling.
"THE DAWN TRAIL"—Director, Christy Cabanne. Cast: Buck Jones, Miriam Seegar, Erville Alderson, Ed. Le Saint, Hank Mann, Vesper Pegg, Inez Gomez, Slim Whittaker, Chas. Martin, Chas. Brinley, Robert Fleming, Bob Burns. Story, Forrest Sheldon. Adaptation and continuity, John T. Neville.
"THE CRIMINAL CODE"—Howard Hawks directing. Cast: Walter Huston, Phillips Holmes, Constance Cummings, Boris Karloff, Mary Doran, Arthur Hoyt, Ethel Wales, Clark Marshall, Paul Porcasi, De Witt Jennings, John St. Polis, John Sheehan, Otto Hoffman, Russell Hopton. Adaptation, Fred Niblo, Jr.

PATHE STUDIOS

Pictures in Production

"LONELY WIVES"—Screen play by Walter DeLeon. Directed by Russell Mack. All-star cast featuring Edward Everett Horton, Laura La Plante, Esther Ralston and Patsy Ruth Miller.
"THANK YOU, DOCTOR"—Two-reel comedy starring Daphne Pollard. Directed by Ralph Ceder.
"UPROAR"—Two-reel comedy featuring Franklin Pangborn. Written and directed by Harry Sweet.

Pictures in Preparation

"THIS MARRIAGE BUSINESS"—Original story by Myron Fagan and Joseph Santley. Starring Helen Twelvetrees. To be directed by Joseph Santley.
"A MAN'S PAST"—Two-reel comedy, featuring Franklin Pangborn. To be directed by Fred Guiol.
UNTITLED—Starring Constance Bennett. To be directed by Paul L. Stein. Screen play by Ernest Pascal.
"REBOUND"—From Donald Ogden Stewart's play. Starring Ann Harding. Edward H. Griffith to direct. Adaptation and dialog by Horace Jackson.
UNTITLED—Starring Bill Boyd. Story now being written by Tay Garnett who will also direct.

Wampas a Tenant, Not Part of Writers' Club

The Wampas will hold its first bi-monthly meeting at the Writers' Club tonight, under the same policy as ahered to in all previous meetings at Roosevelt Hotel and the Breakfast Club. This upsets the belief that the Wampas has merged with the Writers.

In addition to renting space to the Wampas for its meetings, the club houses the Authors' League of America and the Screen Writers' Guild for its meetings.

Four New Offices For National Screen

New York.—The National Screen Service is opening four additional offices. They will be located in Atlanta, Dallas, Seattle and Minneapolis.

●

Quarberg Doubling

Lincoln Quarberg's experience as western head of the United Press service is now being called upon as a consultant on details for the making of "Front Page" by Howard Hughes, in addition to his present duties as press agent for the same company.

Harry Brandt Producing Plays

New York.—Harry Brandt, who, with his brother William, formerly owned and operated a big string of motion picture theatres in Brooklyn, is now producing plays here. He is starring Eugene O'Brien in "Steve," opening out of town today.

This will be followed by "Idle Tongues," with William Faversham and Fritzi Scheff; "Dr. X," a mystery play by Howard Comstock; "Anne Vroome," written by Lewis Beach, and "Today and Tomorrow," written by Crane Wilbur and to star Pauline Lord.

●

Camera Employed To Study Auto Knocks

New York.—Motion pictures of an automobile motor, taken while the engine is running, are being used to determine the cause of knocks.

T. A. Boyd, of the General Motors laboratories, told of photographing through a quartz window the flame as it moved from the spark plug to the other end of the chamber. The knock is caused, according to Mr. Boyd, by "the combustion of a portion of the charge at a rate that is substantially infinite."

●

SMPE See Wide Film Test

New York. — Paramount gave a special screening of wide film experiments at the Astoria studio to about 100 members of the SMPE.

Music Leaders

In sale of sheet music for the New York district as reported by the Plaza Music Company for week ended November 29:
"Three Little Words" ("Check and Double Check")—Harms.
"When the Organ Played at Twilight"—Santly.
"I'm Yours"—Famous.
"Betty Co-ed"—Carl Fischer.
"Moonlight On the Colorado"—Shapiro Bernstein.
"Body and Soul" ("Three's a Crowd")—Harms.
"Little White Lies"—Donaldson.
"Springtime In the Rockies"—Villa Moret.
"Sing Something Simple" ("Second Little Show")—Harms.
"Kiss Waltz" ("Dancing Sweeties")—Witmark.
"Here Comes the Sun"—Robbins.
"I Still Get a Thrill Thinking of You"—Davis Coots.

Chase Starts Spanish

Charlie Chase started work Saturday on "La Senorita de Chicago," which is the Spanish version of "The Girl From Pittsburgh." Mona Rico and Manuel Granado head the supporting cast, and Linda Loredo plays the menace. Miss Loredo comes straight from the Spanish stage. James Parrott is directing.

Multicolor Going Ahead with Its Original Plans

The various reports that have been circulated since Multicolor began building its new laboratory that the color idea was to be abandoned in favor of black and white, or that it was to be given up wholly, have met with a flat denial from J. C. Woolf, of the Multicolor company.

"The rumors have not in any way been correct," he says. "Multicolor is proceeding as fast as is consistent with good business and first-class mechanical methods, and will be in its new home within a few days."

●

Holmes Coming West

New York.—Phillips Holmes, who finishes in "Stolen Heaven" at Paramount's Astoria studio this week, will leave for the Coast to appear opposite Mary Brian in "Confessions of a Debutante" at the Hollywood studio.

●

Arliss Coming West

New York.—George Arliss has left for Hollywood to appear in a new picture for Warner-First National.

Anderson Series Done

Richard Anderson, in charge of transportation at Tec-Art and former vaude actor of Anderson and Woolard team, just completed a series of fifteen one-reel travesties on "What Caesar Gave Hollywood." Anderson and his daughter appeared in the series, with the recording made at Cinephone studios.

●

Rabell Heads Dept.

New York. — William Rabell has been made head of the installation and parts sales department of DeForest Phonofilm.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Patsy Ruth Miller
in "LONELY WIVES"
Pathe

"DANNY" HALL SAYS:
". . . without the help of the International Kinema Research, the motion picture industry would be lost . . ."
INTERNATIONAL KINEMA RESEARCH
HE 8761 Hollywood Security Bldg.

B.B.B. Says:
A Bite, A Lolf Without Formality
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

THE Hollywood DAILY REPORTER

Vol. II, No. 21 Price 10 TODAY'S FILM NEWS TODAY Monday, December 8, 1930

RKO AUTOMATIC SHOWS

TRADEVIEWS
by W. R. Wilkerson

WITH the loss of the foreign market, so far as present stars and featured players are concerned, studio heads in two of our major shops are trying to work out a plan that will permit players, directors and writers to be paid a percentage on the gross intake of their pictures. We have no doubts regarding the flop of such a plan.

Every studio in Hollywood is faced with the problem of trying to make cuts in the production of pictures to meet the reduced gross, as a result of the foreign loss and the bad condition of business throughout the country at present.

•

SO FAR as the salary question is concerned studio executives are going about the matter in a most sane and sensible manner. They are not broadcasting a 10 or 20 per cent cut as they did in days gone by. They are calling their players, directors and writers in at option time and are laying the cold facts on the table. There is no denying the logic of their reasoning when it is considered that at least 20 per cent of their gross has been lost as a result of the foreign situation, and even if business gets back to where it was in the theatres on this side, that 20 per cent will still be a tremendous drain on the cost of making pictures.

•

IT HAS always been our opinion that players, directors and writers are worth everything the traffic will stand. A box-office star, a capable director and a fine writer are the three lines making up the triangle of successful pictures, but certainly the salary of the silent days or the money of the past two years in talkies is a thing of the past where the Three to Ten Thousand Dollars-a-week individual is concerned.

This cut must go for executives as well. Many of them have been making a pretty hefty sum in the management of studios and productions. This foreign cut of 20 per cent and the bad business in the United States at present should not miss them, when a way is sought to cut costs to where they should be.

Headaches

The Notre Dame victory caused plenty of headaches around Paramount and lots of smiles at Fox. More money was bet on this game than any sporting event in years.

Will Open Store Shows with Back Screen Automatic Projection for Ten Cent Admission---First in N.Y.

Radio-Keith-Orpheum has secured control of the Translux Automatic Projector and will shortly open a 500-seater on Broadway as an experiment. If the idea clicks the company will go through with a string of these store shows in large and small towns from coast to coast.

The Translux Projector is a fireproof, automatic projector that can be set up behind a screen and, through mirrors, will project a picture on a screen with almost the same intensity and clearness as projectors from a booth at the back of a theatre.

With this projector, it requires only a mechanic to thread it up at

(Continued on Page 3)

•

Protective Assn. Formed in Texas

Dallas.—The Motion Picture Theatre Owners' Protective Association has been formed in Texas to oppose the censor crusade being carried on by Will Horwitz. The association is a group of independent exhibitors who will combat censorship when it comes up in the Texas Legislature in January.

Judge Roy Walker, of Lampasas, has been elected president of the M.P.T.O.P.A., Arthur Keyes, O. A. Englebrecht and Sam Hefley vice presidents, and I. S. Melcher secretary. This unit will work in harmony with chains and distributors on censorship, Sunday shows and taxation.

•

MGM Holds King Vidor

New York.—King Vidor has signed a new contract with MGM, calling for his services in directing three pictures in the coming year.

Columbia Handles British Pictures

New York.—Columbia has signed a deal with British International Pictures to distribute "Atlantic," "Young Woodley" and "Murder" in this country. It expects to handle several other BIP productions later.

One of the three named, "Young Woodley," was banned by the censors in Australia.

•

"New Moon" at Astor

New York. — "New Moon," the MGM picture with Lawrence Tibbett and Grace Moore, will open at the Astor theatre Christmas week.

Wall Street Fails Franklin

New York.—It is understood that Harold B. Franklin failed in his New York mission of interesting Wall Street capital in the buying and building of a chain of houses.

H. B. has spent considerable time here in the local Paramount offices and it looks as if a hookup will be made for the Franklin operation of the Publix houses on the West Coast, together with a chain he will form with local financing.

•

E. V. Richards Will Build Small Chain

New Orleans.—E. V. Richards, one of the founders of the Saenger Amusement company, which sold out to Paramount, and now the operating head for this company, is building a string of small-town houses that are not in opposition to Publix.

•

Boleslavsky's First

Richard Boleslavsky, signed by William LeBaron for Radio, will direct "High River" as his first. The story is being adapted by Boleslavsky himself from the novel. David Preston, formerly with Paul Sloane, is assisting.

•

M. A. Silver Due Tonight

M. A. Silver, general manager of the Warner coast theatres, arrives tonight from New York. With him are Moe Mark, part owner of the Strand theatre, New York, and his family, who will winter here.

DERR REMAINS AT PATHE NO EXCHANGE MERGER

New York.—E. B. Derr, president and production head of Pathe, will be retained by RKO to head production at the Culver City plant. He will be relieved of the presidency of the company in order to devote his entire attention to production.

The Radio Pictures and Pathe exchanges will not be merged in the near future, if ever, it being the opinion of RKO heads that the money saved in the sales overhead, should the two organizations merge, will be offset by the drop in the sales of

(Continued on Page 3)

Gen. Theatres To List

New York.—In connection with the recently announced recapitalization plans, General Theatres has applied to the New York Stock Exchange to list 3,548,492 shares of voting trust, no-par certificates.

•

New Novel for Warners

New York.—Warner Brothers have bought Harriet Henry's novel, "Jackdaws Strut," and will film it under the title of "Beauty and the Boss."

Nick and Tony Series SEVEN OUT OF NINE DIRECTED BY Mark Sandrich

Indianapolis, Syracuse and Jacksonville

Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

INDIANAPOLIS, IND.

"THE BIG TRAIL"

Apollo Theatre

Star: Attempting to picture its merits in words is falling far short of the mark.
Times: I recommend in all sincerity that everybody see "The Big Trail."
News: You will find all the ingredients of pioneer tales. One's interest lies wholly in watching the march of the pioneers.

"WAR NURSE"

Palace Theatre

Star: Romance, stark realism and thrills all are interwoven in "War Nurse."
News: Suffers from the use of irrelevant dialog under conditions which would not be conducive to speech. Worthy of mention chiefly for the acting of June Walker.
Times: Female "What Price Glory." But it is miles and miles away from realism or art. Sensational? Yes.

"ONE NIGHT AT SUSIE'S"

Indiana Theatre

Times: Comes under the heading of just pleasing entertainment.
Star: Can be recommended more for the work of Helen Ware than for the story which, it must be said, is unusual as a crook story.

"A DEVIL WITH WOMEN"

Lyric Theatre

Star: Typical McLaglen vehicle. Recommended for good entertainment.
News: McLaglen practicing his old tricks again.

SYRACUSE, N. Y.

"SIN TAKES A HOLIDAY"

Keith's Theatre

Post-Standard: Every woman will want to see it.
Herald: Delightfully sophisticated, frothy drama, finely played by a cast of notables. Another triumph for the wise and subtle Miss Bennett. Very good entertainment for the clamoring public.
American: The story is ultra-smart. If there's a stenog misses this picture it won't be my fault.

"ONLY SAPS WORK"

Paramount Theatre

Herald: Snickers and chuckles rather than guffaws are the net result of the 6644 feet of galloping gelatine. If there ever was a one-man talkie feature this is it. Leon Errol is 80 or 90 per cent of the picture.
Post-Standard: Errol is inimitable in the field of humor, and when he is teamed up with Stuart Erwin it's even better.
Journal: It's as crazy a lot of stuff as Leon Errol's legs. Errol is the whole thing.

"WIDOW FROM CHICAGO"

Strand Theatre

Journal: Generally speaking, however, it is all so suspenseful that you sit on the edge of your seat.
Herald: Nothing new to brighten up the tarnished theme.
Post-Standard: Just another nice little story about gangland.

JACKSONVILLE, FLA.

"THE BIG TRAIL"

Palace Theatre

Times-Union: The picture is somewhat draggy, but these instances are sufficiently small in number and will be offset by the thrill of spectacular photoplay as well as the rugged and virile quality of the plot.

"DU BARRY: WOMAN OF PASSION"

Florida Theatre

Times-Union: An outmoded production notwithstanding magnificent staging and earnest performers.

"DANGER LIGHTS"

Imperial Theatre

Times-Union: Exciting melodrama of the rails. Be sure to see it. At no point is action sacrificed to dialogue.

"Feet First" Is Top in St. Paul

St. Paul.—The Harold Lloyd picture, "Feet First," packed them in at the Paramount. The house has played to capacity since the opening. The Orpheum with "Sin Take a Holiday" was almost as good, Constance Bennett being a drawing card here.

"The Big Trail" at the Riviera holds up well, audience comments being favorable, especially on the backgrounds. "Renegades" at the Tower is also going big. The Tower patrons like this type of picture and Warner Baxter is a favorite. "The Pay Off" at the President is not so good.

●

"Half Shot" Best at St. Petersburg Houses

St. Petersburg, Fla.—The week's business was the best that the theatres here have had in months. The Plaza, with "Half Shot at Sunrise," did top business, and the Alcazar, with "Scotland Yard" was not far behind. The Pheil had "Feet First," and the Capitol played "Soldiers and Women."

New pictures are "Outward Bound," "The Cat Creeps" and "Min and Bill" at the Plaza; "Renegades," "Sea Legs" and "Remote Control" at the Alcazar, and "Czar of Broadway" at the Cameo.

●

Better Films Council Okays "Mothers Cry"

New York.—The Warner picture, "Mothers Cry," has been recommended by the Better Films National Council in its report for the last week in November.

The picture goes into the Winter Garden on December 4.

●

Children's Show Nets 10 Tons of Vegetables

Lawrence, Mass. — The children's food matinee run by Manager Mellinoff, of Warner Brothers theatres here, netted ten tons of vegetables for the unemployed.

The supplies were taken to the State armory and distributed through the Salvation Army and other charitable organizations.

●

Western Goes In Work

Jackson Productions is starting "Ridin' Kid From Arizona" with Fred Church, Jean Kaye, Nick Bruner, Jules LaVerne and others this week.

●

Cameramen's School

New York. — Lorenzo del Riccio, chief camera technician at the Paramount Long Island studio, is giving a course of lectures to the Paramount camera staff on Thursday evenings.

●

Releases By "U" in Dec.

Universal will release "The Boudoir Diplomat" this month, in addition to three of the "Leather Pushers" series, and two comedies, "The Laugh Back" and "The Love Punch."

PRODUCTION NOTES

Florence Lake signed for the cast of "Drums of Jeopardy," to be directed by George B. Seitz at Tiffany.

●

Because of conflicting engagements, Matthew Betz has replaced Tom Dugan in the cast of "The Single Sin," for Tiffany. Robert Emmett O'Connor is also in the cast.

●

Dell Henderson engaged for cast of "The Easiest Way," which Jack Conway is directing at MGM.

●

Robert McWade to "Kept Husbands" at Radio by Weber office.

●

Franklin Pangborn is now working simultaneously on two short comedies at Pathe. Titles are "Uproar" and "A Man's Past."

●

Mel Brown assigned to direct "Private Secretary" at Radio. Ricardo Cortez and Noel Francis in cast.

●

Clark and McCullough, comedians, to appear in an "industrial short" for Warner Brothers.

●

Paul Porcasi engaged for cast of "Gentleman's Fate" at MGM.

●

Lillianne Leighton, Gene Gehrund and Nora Cecil added to the cast of "The Wife of Riley," the Nick and Tony comedy which Mark Sandrich is directing for Louis Brock at Radio.

●

Harvey Clark to the cast of "Assorted Nuts," the new Wheeler-Woolsey feature at Radio, directed by Edward Cline.

●

Yves Mirande, noted French writer, has signed a new contract at MGM. He is going to France for a month.

●

Crauford Kent will have a featured role in "Squadrons" at Fox.

●

Joe E. Brown's next picture at First National, after "The Tenderfoot," will be "Broad Minded," an original by Humphrey Pearson, Henry McCarthy and Edgar Allan Woolf.

●

Title of "Children of the Streets" changed to "Ladies For Hire" by Radio.

●

Frank McHugh placed with Universal through the Wadsworth office for part in "Fires of Youth."

●

Wynne Gibson, Jean Arthur and Frances Dee to "June Moon" at Paramount. Eddie Sutherland directing.

●

Laurel and Hardy will start their next picture, "The Chiselers," next week. Anita Garvin has already been signed for one of the femme parts. James Horn will direct.

●

Vince Barnett added to "Beyond Victory" at Pathe.

●

Patsy Ruth Miller added to "Lonely Wives" at Pathe.

The Hollywood Reporter

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vernon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

It's great how some of the local highly-paid picture columnists jump on the band wagon AFTER a picture has clicked. One in particular saw the MGM short, "Fisherman's Paradise," and did not give it a tumble. After hearing it lauded all over town for the better part of two weeks, she took another look at it and had the rare intelligence, in her blurb, to muff the very thing that made the picture great—the dialog.

●

At the luncheon at the Ritz in New York the other day, arranged for the presentation of the Photoplay Gold Medal to Warner Brothers for the best picture of the past year, H. M. Warner tried to insist that the medal, with all its honors, should go to George Arliss and not to firm. "Jimmy" Quirk, however, was equally insistent that H. M. and Warners should get the medal and the whole thing was patched up by having a replica made for Arliss.

●

Lowdown hears that all is not well between Clarence Brown and Greta Garbo, and that King Vidor will direct most of her future pictures.

●

Jack Francis, the Grover Whalen of the Fox lot, was introduced to a J. M. O'Brien and immediately took him on a Cook's tour of the studio property, explaining to the vistor the many intracies of the sound camera recording. After he was through, Francis asked Mr. O'Brien how long he intended staying in town and the visitor said: "I shall leave just as soon as I can clean up my survey on the sound problems now facing the motion picture producers. You see, I am general manager of Western Electric."

●

Billie Dove has recently authored some excellent poems. Some of them are, surprisingly, in a cynical vein, and show remarkable talent. The verses are languishing in a scrap book in her home at the moment, but undoubtedly La Dove would have little trouble publishing them, if she so desired.

RADIO'S "BEAU IDEAL" STIRRING-SATISFYING

"BEAU IDEAL"
Radio

Direction ..... Herbert Brenon
Author ..... Percival Wren
Adaptation ..... Elizabeth Meehan
Scenario ..... Paul Schofield
Photography ..... J. Roy Hunt
Film Editor ..... Marie Halvey
Cast: Ralph Forbes, Loretta Young, Irene Rich, Leni Stengel, Paul McAllister, Lester Vail, Don Alvarado.

The talkie successor to "Beau Geste." Has many thrilling and exciting moments. A story just made for exploitation—the kind that drags them in—and exhibs should have no difficulty in selling this production.

This is the story of John Geste, sole survivor of the gallant trio who shouldered another's guilt and enlisted in the Foreign Legion. Geste is in the penal colony, in a dungeon, and is recognized there by his childhood friend, Otis Madison. Madison has joined the Legion for the express purpose of finding John, because of his great affection for Isobel, who, in turn, loves John. After the reunion, the picture recounts the difficulties of John and Otis in regaining civilization, of being honorably reinstated and, finally, of John's marriage to Isobel.

The picture is at its best in the pitched battle scenes and lines of march. Herbert Brenon's handling of mass action is thrilling and perfectly done. When it comes to individuals it seems as though he didn't quite get the best. This is due in part to the dialog, too. Silence would have been golden for these highly dramatic and theatrical scenes. Speech makes them appear just a bit silly. The words are too stagy, childish in their emotionalism. The result is wooden and stilted.

Some other story-telling device than the flashback method employed (as it was in "Beau Geste"), would have made it more effective. As it stands, the intensely dramatic mood of the opening scenes is spoiled by the interruption of a series of explanatory titles, the first of which surely should be eliminated. The story eventually comes back to these scenes, but they have been robbed of their dramatic intent. And the fadeout is too obviously tacked on as something the producers think that audiences demand. It drags the picture when it could have ended on an entirely satisfactory and humorous note. However, Mr. Brenon and his photographer, J. Roy Hunt, deserve great credit for their picturization of the action scenes and Foreign Legion atmosphere; they make the picture—and make it worth seeing.

Ralph Forbes and Loretta Young do well in their parts, and Leni Stengel, as the menace turned angel, is more than satisfactory. Paul McAllister, however, contributes the most natural character in the picture, and Don Alvarado as the traitorous coward is excellent. A word in praise of the musical accompaniment is due. It is the best and most thrilling that has been heard in a long time.

●

Frank Weskill Allied Northwest President

Seattle.—Frank Weskill has been elected president of the Allied Exhibitors of the Northwest, succeeding Leroy Johnson. John Danz was made first vice-president; C. Rapley, second; James Hone, secretary and treasurer.

●

Para. Aids Unemployment

New York. — Paramount gave a helping hand to the unemployment situation when it called 150 extras for work in Nancy Carroll's starring picture, "Stolen Heaven," at Astoria. This is the largest number of extras used in a picture for a long time.

"Scared Stiff" Is Well Sustained Comedy

"SCARED STIFF"
Universal

Direction ..... Harry J. Edwards
Screen Story ..... Sidney Levee and Milt Barrof
Cast: Monty Collins, Tom Dugan, Tom O'Brien and Kit Guard.

Twenty minutes of enjoyable nonsense. Nothing hilarious but pretty well sustained comedy. Should help round out a program nicely.

The idea is not exactly an original one, but it has been handled with a degree of difference and some of the gags are new. Collins and Dugan are two inspectors who have been hired to catch a couple of diamond thieves in a Kimberly mine. One of the filchers goes around in gorilla garb. The inspectors find themselves in the robbers' den and go through the familiar routine of being scared silly, finding the diamonds, only in the end to find themselves handcuffed to a genuine gorilla and up a tree.

The picture could stand speeding up and, by the time it is finally edited, the gags should be more effective, due to better pace. The story, or rather the action, is superior to the players and will provide the necessary interlude of mirth with a feature.

●

December Big Month for "U" on Broadway

New York.—Universal is having a big month on Broadway, with three pictures at the Globe and one at the Roxy during December.

"Boudoir Diplomat" is at the Globe now. "See America Thirst" opens there next Friday, and "The Cohens and Kellys in Africa" a week later. "Free Love" opens at the Roxy this week. These showings are in conformity with Universal's plan to give every one of this season's features a Broadway showing.

●

Radio Check By Columbia

New York.—Columbia Pictures is completing a survey of the radio audiences listening in on the "Ellen and George" broadcasts to determine the number of single reelers to be produced.

The Arliss Humor

George Arliss, in a speech at a dinner in New York last week, said:

"When I was in Italy it was no honor for H. M. of Italy to bestow any honors on me. When I was in Spain I was not surprised when H. M. of Spain heaped honors upon me, but—when H. M. Warner of Warner Brothers does me the honor of sharing in a margin of his profits (the Photoplay Gold Medal), it is indeed surprising."

Stars in Shorts Prove Success

New York. — The use of high-priced stars in short subjects has proved to be most successful, according to Jerome Safron, Eastern division manager for Radio Pictures. The increased cost of the pictures is more than atoned for by the increased take at the box-office, he says.

Mr. Safron announces that, of the 1930-31 program of shorts, there have been completed four of the Broadway Headliner series, four of the Karl Dane-George Arthur series, three Louise Fazenda two-reelers, four of Nick and Tony, two of Mickey McGuire, five of Toby the Pup, and five Humanettes.

●

Louis Brock Directing

Louis Brock, producing shorts for Radio Pictures, will direct "She Went for a Tramp," the last comedy he will make this year. The cast includes Hugh Herbert, Roscoe Ates, Jean Barry, Robert Gleckler, Ed Kennedy, Monte Collins, Jim Guilfoyle, Bud Jameson, Al Roscoe, Ed Argus, Phil Dunham, Dorothy Grainger and Pat Moriarty. Jack McKenzie will be at the camera.

●

"The Westerner" Cast

The complete cast for the Paramount production, "The Westerner," includes, in addition to Richard Arlen, Mary Brian, Eugene Pallette, William Boyd, William V. Mong, Louise Fazenda, Charles Winninger and Guy Oliver. Grover Jones and William S. McNutt did the writing, and Edward Sloman will direct.

●

New Warner Thatres

New York.—Work has begun on the new Warner Brothers theatre in Mansfield, Ohio, with a possibility of a twelve-story hotel being built in conjunction with it. An office building will be erected with the new house in Milwaukee, and the Erie and Youngstown theatres will open in March.

●

Carolina TOA Meets

New York.—Sidney Kent, M. A. Lightman and Edward Kuykendahl will be the principal speakers at the Carolinas TOA convention at Charlotte today.

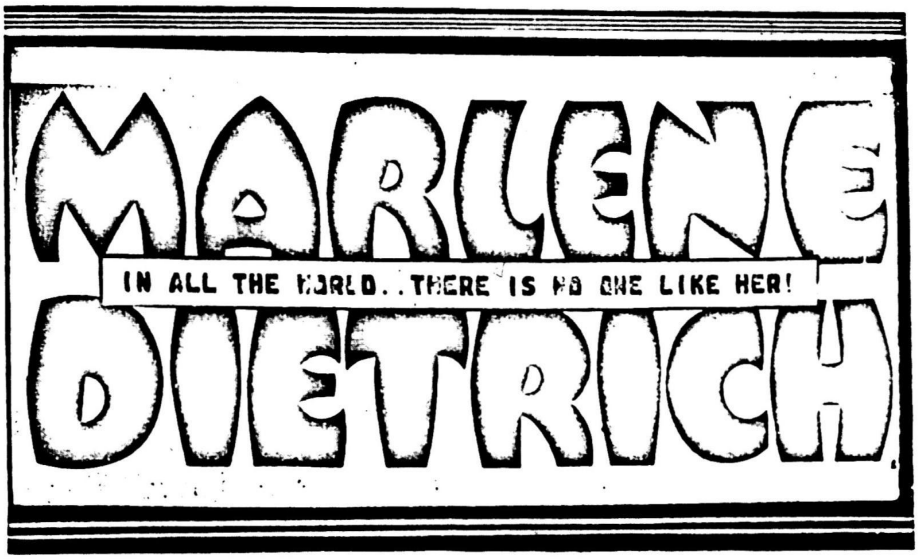
Whitbeck Sold "Morocco" To West Coast Fans By Selling Marlene Dietrich in Big Campaign

Disregarded the Picture Itself And All Others In It By Shooting The Wad On A New Personality

Unprecendented in the "box-office history" of Grauman's Chinese Theatre is the fact that every evening performance of "Morrocco," since the picture opened on Tuesday, November 25, has been a complete sell-out.

The picture itself is a good one, and undoubtedly responsible to a large degree for its own success. But a recognized stronger note underlying this tremendous opening patron interest which gives a very rosy hue to the future weeks of the run is a campaign, original, unique, prolific, and of interest to the whole industry.

When the Fox West Coast Theatres publicity staff, under the direction of Frank Whitbeck, made preparation to sound its first notes on the new picture, it did so with a different idea of attack. For Whitbeck's staff, this varying keynote was laid down as the foundation of the campaign: sell Marlene Dietrich — and then the picture.



Sell Something Different

With all due respects to the picture itself, the splendid finess in direction and the superb acting of Gary Cooper and Adolphe Menjou, the aim to place all bets on Marlene Dietrich in selling the picture was prompted by this sales psychology. If the picture was to be sold, with Marlene Dietrich as an added attraction, then the entire campaign would be directed at selling "another picture," whereas, the public is always alive to the new, the unique, "that something different." For those thousands of the theatre-going public to be sold, Marlene Dietrich was to be "that something different"—"a new face" in an intelligent picture, intelligently acted and directed. With this fundamental plan, aiming to build everything up to Dietrich, story, cast, director, etc., the campaign was started.

Teaser Campaign on Billboards

Two weeks before the opening of the picture, 28-sheet teasers, 200 in all, were posted. These boards, in five different color combinations, carried the name Marlene Dietrich—big—on two lines, two sheets to each letter. Across the name was posted a strip, a selling line. One of these five different selling lines was used to each board: "She is all of the best and yet—just herself." "In all the world . . . There is no one like her." "The Magnificent . . . the Glorious . . . the Beautiful!" "Hers is a voice of tenderness . . . of passion!" "She will set a new standard by which the great will be judged."

On the eighth day, new boards were posted. The exchange stands were remade with these new effects. The name of Dietrich was doubled in size, and new catchlines were devised. The purpose of this obviously was to carry on the first smash of the teasers, which was to establish the name of Marlene Dietrich in the minds of the public.

The only other part of the outdoor campaign was to distribute window cards with Dietrich's picture in the smart shops throughout the city.

Effective Trailer

An effective synchronized trailer was run in the principal neighborhood houses throughout the city. For the opening frames of the trailer, an excerpt from Harry Carr's daily "Lancer" column was used, in which Carr spoke in glowing terms of the new picture as regards its story, direction, and Marlene Dietrich.

News Papers

The newspaper advertising on the new star and the picture was prolific, both in size and in the message conveyed. The smallest of the advance and current ads measured 4x10, the largest 4x20.

The great size of the ads, all of which were aimed, as were the billboards, in bringing notice of that new "something different," Marlene Dietrich, to the public, bespeak the general intensiveness and extensiveness of the purpose of the campaign to "sell the star—and then the picture."

Build Up Star's Dignity

Whereas the ads in the press sheet aimed to exploit the sex angle of the new star by means of extensive leg display, this was ignored entirely in picturing Dietrich in the ads in order to build up a halo of dignity and worth around the actress. The majority of the ads featured Miss Dietrich alone in striking character poses that fully suggested the depth and forcefulness that might be expected of her in her acting in "Morocco."

General Exploitation

As for the general run of exploitation stunts, the standard by which they were to be arranged demanded at all times of the staff the vesting of careful dignity in the exploiting of Miss Dietrich and "Morocco." The bulk of the exploitive measures were to be guided by the fact that "Morocco" is essentially a woman's picture which, therefore, suggested concentration on the feminine element of the picture-going populace.

The premiere opening of "Morocco" at the Chinese Theatre, besides being one of the most successful in the history of the house since it came under the direction of the Fox West Coast Theatres in point of celebrity, attendance and the usual fanfare of lights and crowds, was also one of the best-handled opening nights.

Opening Very Smooth

The entire personnel of both the Paramount Studio publicity department, under the guidance of Arch Reeve, and the Fox West Coast Theatre publicity staff combined forces to contribute to the smoothness with which the opening was carried out.

As the celebrities arrived in the theatre forecourt, they were met at the entrance and escorted to the specially constructed, glass-enclosed sound-proof broadcasting room which had been built for the event.

John P. Medbury, noted radio wit and humor columnist, presided over the microphone and interspersed the personal greetings of the celebrities and musical offerings by a string ensemble, with a rapid-fire line of humorous observations and gags.

A tie-up, effected with the United Broadcasting Station, whose nine associated stations are located in principal cities along the coast from San Diego as far north as Seattle, brought the radio broadcast of the opening night to thousands of listeners on the entire Pacific Coast, marking the first time that such a program has been broadcast over such an area.

Horns on the inside of the theatre allowed the "first nighters" already seated to listen in on the broadcast proceedings up until actual show time, while horns on the outside of the theatre brought the same program to the thousands lined up on either side of the street.

Two steropticon slide machines placed at advantageous positions reflected the name of the picture and names of the players in twelve foot letters on neighboring buildings across from the theatre.

Audience reaction, critic reviews, and seat sales, thus far, have reflected the worth of a campaign entirely devoted to selling "that some thing different" . . Mariene Dietrich.

Two of Whitbeck's Newspaper Ads, Carrying Out Idea of Selling Marlene Dietrich First and "Morocco" Later

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Hollywood Portrait No. 10. She is a young and glamorous star. She has been too lucky. Even her close "friends" secretly hope she is riding for a fall. Because she has an artificial soul. Because her life has been devoted to her own selfishness. She has adulation, but no one's good will. Warm lips and a cold heart. Talented. Intelligent. Mercenary. She inherits a colossal ego from her father. At an age when most girls were poring over books—she was pawing men. She has had two husbands—of her own. Even as a child, she had a distinction of manner and expression. She has capitalized them. She is a clothes horse. She is a good actress.

●

Before renting the former home of E. Mason Hopper, once well-known picture director, a young movie couple took great pains to remove for safe-keeping a rare collection of COOK BOOKS, some of them dating back to the middle ages, which the director has been accumulating for years. The collection today is worth $21,000! The house contains, too, some almost priceless POTS and PANS —the art of cookery having long been a hobby with this man!

●

The reason that the high-hat has been removed from the flagpole of the home of two world famous stars, is not (as a recent fan magazine would have you believe) because they've gone suddenly democratic, but because they can no longer stand each other's company, and would do most anything to avoid being at home or abroad—alone!

●

It doesn't take them long to go Hollywood, as shown by the case of a demure little girl, innocent of worldly ways, who was brought here from a convent in Ireland. For the first six months of studio work and association with its people, the young lady kept the veneer of innocence, but that was too long. She can now be seen at any of the night clubs and in public streets, dragging away at cigarettes and matching wits with the most sophisticated men and women about town. She is only 17.

"GANG BUSTER" IS BEST OAKIE FILM IN MONTHS

"THE GANG BUSTER"
Paramount

Direction ..... Edward Sutherland
Starring ..... Jack Oakie
Story by ..... Percy Heath
Dialogue ..... Joe Mankiewicz
Photography ..... Harry Fishbeck
Cast: Jean Arthur, William Boyd, Wynne Gibson, Tom Kennedy, William Morris, Albert Conti.

"The Gang Buster" is the best Oakie production, from standpoint of story, acting and direction, since "Fast Company" made its appearance. Herein the boy is really "typed" again, and is backed up by a snappy, amusing yarn.

"Cyclone" Chase, played by Oakie, is a go-getting insurance salesman from Arkansas. He is a full-fledged, fast-talking "hick," but that doesn't stop him from "busting" into the private affairs of an underworld gang, who have kidnapped the girl he loves in their attempt to get some papers from her Pa. His courage and his ignorance of what goes on in the "big city" get him into many exciting and funny "spots," but everything comes out O.K. (including the girl) in a very amusing, if not entirely original, finish.

Director Sutherland has done a good job and seems particularly successful in bringing out the best in Oakie. He has balanced the boy's characterization perfectly, making him both smart-alecky and lovable. The picture moves fast and contains some good "gags." Dialog by Joe Mankiewicz is very funny throughout.

Oakie gets back to his old stride in this one—it is his picture all the way, and he earns it. William Boyd as the gang leader and Wynne Gibson as his girl, were excellent. Jean Arthur, with little to do, did it well, and is very pretty. Tom Kennedy, playing a slightly deaf and very "dumb" henchman, created a lot of laughs. Photography by Harry Fishbeck is worthy of mention.

Oakie fans should "go" for this one. It suits him right down to the ground and is good entertainment. Only the title, which we think very poor, should be changed. It is the only thing that might keep people away from "The Gang Buster."

●

Janet Gaynor Star Of "Merely Mary Ann"

Janet Gaynor has been selected by Fox to play the title role in "Merely Mary Ann," from the Israel Zangwill play of the same name. Cecilia Loftus and J. M. Kerrigan will support, with Henry King slated to direct. Kerrigan is also working on the screen treatment with Jules Furthman. Production to start January 5.

●

Byron's Nose Intact

Walter Byron, reported to have sustained a broken nose in a recent auto smash, is back at work, the nose being all right. Anyway, it wasn't broken, only bruised, he says.

●

McNaughton at Tiffany

Charlie McNaughton, who made such a success in "Three Live Ghosts," has been signed for the cast of "The Single Sin" at Tiffany.

●

SMPE Elects Officers

Chicago.—Elliott Jenkins was elected chairman of the SMPE, Fawn Mitchell is secretary, Oscar Depue and Robert Burns were placed on the board of governors.

"Blue Angel" Gets Para. Release

New York.—All the difficulties regarding the American release of the German production, "The Blue Angel," made by Von Sternberg, have been ironed out and Paramount will release it throughout the United States and Canada.

The picture has been held up for months, due to Western Electric's desire to work out an agreement with those in control of the German sound situation before pictures recorded by Tobis-Klangfilm could be used on the Western Electric theatre sets here.

The picture stars Marlene Dietrich and Emil Jannings. It will open at the Rialto tonight and Dietrich will appear in person.

●

MGM Lets Writers Out

Jimmie Starr and Ebba Havez have been let out by Metro-Goldwyn-Mayer. They recently completed work on a Buster Keaton picture, and MGM, in accordance with its new retrenchment policy, is hiring people only by the picture.

●

Daphne Pollard Signed

Daphne Pollard has deserted Pathe comedies to play a featured role in "Ladies for Hire" at Radio Pictures.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

Stars to Appear As Models at Tea

Mrs. B. P. Schulberg is sponsoring a bridge tea to be held in the Fiesta room of the Ambassador Hotel, next Tuesday, at 2 o'clock. Jewels and gowns will be displayed and the proceeds of the benefit will go to the scholarship fund of the Progressive School of Los Angeles.

Jewelry will be loaned by H. B. Crouch, Ltd., Ferdinand Hotz and Oscar Fressard, and the gowns furnished by Harry Collins. They will be displayed by Norma Shearer, Mary Brian, Fay Wray, June Collyer, Lois Wilson, Hedda Hopper, Lilyan Tashman, Jeanette MacDonald and Eleanor Boardman. The list of patronesses includes Mrs.. Louis B. Mayer, Mary Pickford, Mrs. James Gleason and Mrs. Albert Shelby LeVino.

●

New Sound Recording

(Continued from Page 1)

picture, "The Right to Love," starring Ruth Chatterton.

Jesse L. Lasky stated that Paramount, pioneer in the use of the invention, has adopted the device for all uses and soon will be filming all of its productions with it.

The new process is a result of many years' work on the part of sound engineers to eliminate the "ground noises." Although it was perfected several months ago, it was not announced nor put in general use until given a thorough test through the recording of "The Right to Love."

However, now it is possible to record and reproduce in theatres the faintest of sounds without having them "masked" or covered up by these extraneous hissing and scratching sounds. Every syllable of even the softest-spoken words, whispering and the sobbing of a distressed heroine now will become clearly audible.

The new process gives talking pictures another advantage by creation of perfect silence. With this device, when silence is needed for the dramatic effect in a picture, there will be absolute, profound silence, undisturbed by any outside sounds.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Patsy Ruth Miller
in "LONELY WIVES"
Pathe

CHARLES GEORGE SAXTON
STORIES and DIALOGUE
FOR RADIO PICTURES

Dialog by
MALCOLM STUART BOYLAN!
LICHTIG & ENGLANDER
Personal Representatives

THE Hollywood DAILY REPORTER

Vol. II, No. 20 Price 10c TODAY'S FILM NEWS TODAY Friday, December 5, 1930

NEW W. E. SOUND SHOWN

TRADEVIEWS
by W. R. Wilkerson

SEVERAL tradeviews ago we suggested that the chain management of our major theatres throughout the country was one of the reasons for the bad business being done today.

Epes Sargent, who knows his pictures and has a flair for presenting this knowledge in a printed column, had considerable to say on this subject in a recent issue of "Zits." Maybe you missed it. If so, here is what he said:

"Chain management is highly stylized. If the front doorknob must be polished with eleven rubs, clockwise, it is heresy, insubordination and treachery to polish with seven rubs, contra-clockwise. In other words, veteran and experienced managers think. Chain managers are not supposed to think, but to do as they are told.

•

"OF COURSE that is the wise-cracking answer, but below the gibe lies the truth. Old-timers cannot fit into the standard routine. There is more or less of a constant jam with the home office and the district manager.

"And the funniest part of it is that the chain operatives take it all so seriously. I mean top men. If some of them had their way the house managers all over the chain would wear the same sort of suits, and you could tell a Publix manager from a Fox because one wore a brown two-button sack suit while the other had a black and white check, one button cutaway.

•

"THE WHOLE thing is idiotic and one of the reasons business is so frequently bad. No two houses can be run precisely alike, so why try to have one standard formula for Maine and Texas alike?"

What Sargent says is true, with a lot of plusses. Conditions in the chain-run houses are little short of idiotic. A good manager is blocked on every side, a poor one contributes nothing.

Maybe, after a few more weeks of big losses, the boys in New York will consider the proposition of letting some of their managers manage their houses.

Movies Enter Amen Corner

Mattoon, Ill. — Mattoon is to have Sunday movies again, but — every Sunday show will be opened with prayer. This is the ruling of the Mayor, Rev. S. A. Hughart, and the City Council.

52 Weeks Work At Warner-First Nat.

In a statement issued exclusively to The Reporter, J. L. Warner declares the Warner-First National studios in Burbank will establish a precedent in motion picture history by keeping the studio going 52 weeks a year, without any lay-off for permanent employees.

The official starting date is January 5, at which time six companies will swing into action. This six-unit schedule will be maintained for the balance of the year. There may be times when units will overlap, but at no time will there be less than six in work.

•

Adolph Zukor to N. Y.

After a two-weeks stay on the coast, Adolph Zukor left for New York last night, via San Francisco. He will stop in that city for a day.

Paramount Demonstrates Latest Invention in Sound Recording, which Eliminates All Outside Noises

A new system for sound recording which accomplishes the most perfect reproduction of the human voice since the inception of talking pictures was revealed to electrical engineers and film executives in Hollywood yesterday.

The new device eliminates all mechanical extraneous noises and increases volume range to a point where clear cut rendition of the faintest and loudest of sounds is possible.

Introduction of the invention, to be known as the Western Electric New Process Noiseless Recording System, was made at a private showing at the organization's studio theatre in Hollywood, of Paramount's new

(Continued on Page 2)

•

Nancy Carroll In East Indefinitely

New York.—Nancy Carroll is leaving here in about ten days to go to Hollywood to pack and move all her household effects to New York, as she is to do most of her future work in the Paramount eastern studio.

•

Dix in Baltimore For Surgical Treatment

Baltimore.—Richard Dix has been admitted to the Union Memorial Hospital here for surgical treatment.

HUGHES MAY QUIT U.A. DICKERING WITH PARA.

If a deal, now in the making, is consummated, Howard Hughes will release all his next year's product through Paramount instead of U.A.

Hughes is negotiating with Paramount for a four-picture release during 1932. His present contract with United Artists calls for three pictures.

The boulevards are resounding with stories that Hughes is carrying a hefty peeve at the U. A. crowd, due to their signing away all the film printing and developing to Consolidated when it was thought this work would be done in the new $2,000,000 laboratory Howard is just completing.

Loew Houses to Stage Big Xmas Parties

New York.—Fifty Loew houses in as many cities will stage big Xmas parties for orphan children the week preceding Christmas.

•

Hammons Dickers With RCA On Small Film

New York.—Earl W. Hammons is said to be dickering with RCA in an effort to secure a license for the production of sixteen millimeter film, projectors, etc.

U. S. May Join Int. Copyright Union

Washington.—The Wright bill, the passage of which will make the United States a member of the International Copyright Union, is expected to come up in Congress very soon.

This country has never been a signatory to this Geneva Conference agreement, although its participation has been urged for years. The bill is of great interest to publishers, theatrical producers and, particularly, the motion picture industry.

Under the rules of the International Union, the term of copyrights is extended to fifty years after death, the use of injunctions is limited, and the infringement responsibilities for authors and publishers are modified.

•

New Contracts Given As Xmas Gift at Radio

Radio Pictures handed out a few new contracts as Christmas presents this week. Among the recipients were Pandro Berman, who is William LeBaron's assistant, Ralph Spence and Jane Murfin. Max Ree has been signed up as art director, and Max Steiner as director of music.

•

Ferri and Wife Fly East

Upon receipt of word that his father-in-law had died in Philadelphia last Tuesday, Roger Ferri and his wife boarded a plane for the eastern city. They plan to return here by December 10.

•

Jessel For Warners

New York.—George Jessel has been signed to do a short for Vitaphone.

Broadway Headliners RADIO PICTURES FOUR OUT OF SIX DIRECTED BY Mark Sandrich

Synopsis of play now available for motion pictures

"The Widow's Cruise"

A Comedy in Three Acts

by

JOAN TEMPLE

Captain "Ignoto" (the unknown) is Italy's most dazzling hero. His feats of mad daring following the disastrous retreat from Caporetto have become legendary. He has suffered a total loss of memory in that hideous debacle. His past is wiped out, his name unknown, his rank a mystery, for his miscellaneous uniform suggests anything from a private to a general. Only his daredevil valor is beyond question.

This fascinating hero, who adds youth, looks and wit to his glittering reputation, is expected in the Italian villa of the kindly, stolid Englishman, Colonel Sir Arthur Frome. The Colonel has recently married Cesca, the exquisitely beautiful if rather too feminine widow of Maurice Varden, a young poet reported killed in the war. The happy menage is enlivened by the presence of Jill Frome's ward, a modern young miss whose naturally precocious instincts have flowered ardently in the blue warmth of Italy.

The hero arrives in the absence of his hostess. Jill capitulates at once. She and Frome listen entranced to the brilliant chatter of their guest. Ignoto, it seems, has had a partial return of memory. Son of an English father and an Italian mother, he has served in the British Intelligence Department during the war and with a British mission at Caporetto. Regarding pre-war events his mind is a blank. He does not remember his name. But he recalls that he was married to a pretty but rather stupid creature, on whom he incontinently walked out.

The hostess returns. Were Frome not engaged with his pert ward he would sense a violent emotional undercurrent in the meeting between Cesca and their guest. For Cesca recognizes in the unknown hero of Italy her runaway poet husband, reported killed in the Caporetto debacle.

The recognition is mutual and completes Ignoto's circle of memory. Neither betrays the truth. But now a tragi-comedy conflict is fought out between the woman and the two men who have married her, the questing Jill, in pursuit of Ignoto, further tangling a complicated situation. Ignoto conceives a new passion for his wife when he sees her the adored bride of another man. The physical bond between them is still so strong that he is able to carry the swooning beauty to a convenient pavilion, where only the unexpected arrivals, first of Jill, then of the Colonel, prevent her capitulation.

Cesca is forced to a showdown. The men, both confident, demand that she choose between them. Cesca shows unexpected decision of character. Frankly, she's not sure she wants either of them. Ignoto has always shrivelled her with his attitude of mental superiority, his complete egotism. And now she realizes how much the luxury he had to offer her influenced her in her surrender to Frome.

She postpones her decision until the following day, when both men put all they have in the effort to win her. Who she finally chooses—and why—is told us in scenes alive with brilliancy and human quality.

THE END

JOAN TEMPLE

The Plunge, Produced in London 1922

The Lesson, Produced in London 1924

The Halo (with Baroness Von Hutten), Produced in London 1926

The Widow's Cruise, Produced in London.....1926

The Cage, Produced in London 1926

A Hen Upon a Steeple.....1927

Extract from the United States Copyright Law:

(Sec. 28) "That any person who wilfully and for profit shall infringe any copyright secured by this Act or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both, in the discretion of the court."

Regarding motion picture rights to above play apply to

Maurice Revnes, Ltd.

6777 Hollywood Boulevard

Hollywood, Calif.

HEmpstead 3188

The Hollywood Daily Reporter

Vol. II, No. 19 Price 10c — TODAY'S FILM NEWS TODAY — Thursday, December 4, 1930

BIG PROFITS IN 1930

TRADEVIEWS
by W. R. Wilkerson

TAKE off your hat to Charles Spencer Chaplin. And after you have your hat in your hand, it might be well to bend a knee to an individual who REALLY seems to know what the picture business is all about.

Our Charlie has ideas of his own, always did have and always will. He is one of the keenest showmen and business men this or any other industry has ever known. He knows values, screen values, picture values, public values.

Charles Spencer was the one individual out of thousands who had anything to do with the production, distribution, exhibition or financing of pictures, who kept his head when the great sound panic came in. He took things easily. He listened, he thought, he worked. He, as always, did little talking.

•

FINALLY, one day, he told a friend that he would never be heard on the sound screen, that pantomime was an art far greater than anything the talkies could produce and, inasmuch as he was a pantomime artist, he was going to stick to his trade.

His words were blasted around the world on the front page of every paper. People around the industry gave him traitorous looks. They mumbled "Infidel" under their breath, and some even went so far as to say, "Chaplin is crazy."

Just how much of a crazy guy he is will soon be written in the pages of all film histories. It will record that Charles Spencer Chaplin made a silent picture during the big sound year of 1930, released it in 1931 and, before 1932 was over, banked the better part of $7,000,000 from this ONE silent picture.

•

INSIDERS tell us that never, in the history of this business, have exhibitors, North, East, South and West, been so eager to get a picture. They are offering as high as 80 per cent of their total receipts. Chaplin is standing pat with all the big first run houses for a flat percentage of 50 cents of every dollar taken in. And he is getting it, AND the ma-

(Continued on Page 3)

Guards for Stars

The Los Angeles police are insisting that some of the more noted picture stars shall be guarded by armed escorts when they go out, as Chicago gangsters, bent on blackmail, are known to be here. Several prominent stars already have guards in their cars with sawed-off shotguns on the floor.

Pincus May Be Fox Casting Head

Joe Pincus arrived in Hollywood last night with W. R. Sheehan, and it is understood that he will become casting head of the Fox studios, replacing Jack Gardner.

Dave Todd, who has been assistant to Gardner, will be shipped to New York to take over the duties that Pincus formerly had of rounding up talent for Fox productions.

•

Pathe Bonds Skyrocket On RKO Merger Report

New York.—The sensational skyrocketing of Pathe Exchange 7's was the feature of the bond trading on the Stock Exchange yesterday. They soared sixteen points before profit-taking started. The rise was caused by the report of the consummation of the merger of Pathe with RKO.

Shubert 6's and Paramount 6's advanced in sympathy.

Major Companies Expected To Show More Earnings for Year Now Closing Than Ever Before

Conditions are tough now, but they have not been so bad during the year almost at an end. It is estimated that all companies but one will show a larger profit this year than ever before.

Statisticians in Wall Street are of the opinion that Paramount-Publix will earn $18,000,000; Loew's, Inc., $14,000,000; Fox, $10,000,000; Warners, $7,775,000; RKO, $4,000,000, and Columbia, $1,000,000.

Of all the companies on the earning side, Warners is the only one that will show less profits this year than it did last, for this organization rolled up a record profit of $15,215,000 during 1929.

Universal, United Artists and Pathe will show losses on their operations for 1930.

•

Criterion Opens "Paid" On Dec. 10

The MGM picture, "Paid" (former title "Within the Law"), will be put into the Criterion for a run, starting next Wednesday, with plenty of work behind it by the Fox West Coast crowd, as that gang is all "het" up about the box-office possibilities of it.

•

Franklin Off To Coast

New York.—Harold B. Franklin left for Los Angeles today, without making his promised announcement of his future activities.

"Business Good," Says Grainger

New York. — James R. Grainger, sales head of Fox film, says: "Business with our organization is 40 per cent better than it was at this time last year in so far as closed contracts are concerned. I look for the greatest year this company has ever had."

Grainger is leaving tomorrow for the studios in Hollywood, breaking his trip by stops at the Fox offices in Kansas City, Omaha, Salt Lake, Denver and San Francisco.

•

Paramount Signs Up Another Sutherland

Ethel Sutherland, wife of Director Eddie Sutherland, has been signed by Paramount for the role of a divorcee in the coming production of "Finn and Hattie Abroad."

•

Goulding To Direct "Up Pops the Devil"

Edmund Goulding will leave for New York within a few days to direct the Paramount production of "Up Pops the Devil" at the Astoria studios, on Long Island.

•

"Life of Party" Held

Chicago.—Business at the Roosevelt with "The Life of the Party" was so good that the picture has been held for a second week.

•

Rothacker on Way Here

New York.—Watterson Rothacker is on his way to Hollywood to talk over a proposition that might put him back in production.

L. A. BUSINESS GOOD; ONLY BIG FLOP IS 'JENNY LIND'

Business in the first run houses of Los Angeles during the past week, aided and abetted by Thanksgiving, was unusually good. The holiday gave some of the weak sisters a boost, but, for the most part, business was on the up on account of the class of pictures being shown.

"The Doorway to Hell," "Morocco" and "Min and Bill" did about all the houses could hold, with the Warner picture playing two houses to a gross

(Continued on Page 3)

Fairbanks Picture Opens in N. Y. Dec. 29

The New York Criterion will open with "Reaching for the Moon" on Monday, December 29, for a $2 run.

•

Pa. Wants Sunday Shows

Philadelphia.—With the opening of the new Legislature at Harrisburgh, several bills will be presented favoring the repeal of the Sunday blue law and the opening of theatres Sundays.

XMAS IS COMING — AND SO IS THE HOLIDAY EDITION OF THE HOLLYWOOD REPORTER — OUT DECEMBER 22

N. Y. BUSINESS PICKS UP; CHICAGO AND PHILA. GAIN

(Continued from Page 1)

that will better $52,000 for the combination. Here is the news:

CARTHAY CIRCLE — "Min and Bill" the attraction. Did almost a sell-out for all evening shows and a fair business for matinees. The picture is in its second week and the gross will better the opening week by $1000 or more. This week's take about $20,200.

CHINESE — "Morocco." Second week and doing great. The town seems to have gone Dietrich. All talking about this new screen personality, little heard about the picture itself or such names as Gary Cooper and Adolphe Menjou. The house has turned them away every evening and the matinees have been O.K. Cash in the safe this week will better $33,400.

CRITERION—"Jenny Lind." The flop of the week and an out-and-out flop. Considering the ordinary holiday business, this picture has done next to nothing in an outstanding week in all other houses. The bad news is bad, at less than $11,000 for the first and last week.

EGYPTIAN—"Big Money." Nothing seems to be able to pull this Hollywood house out of the rut. The gross will not better $4,500.

LOEW'S STATE—"Scotland Yard." Patrons of Loew's State went for this picture in a fairly big way, giving the house the first profit it has seen in quite a few weeks. Final figures will put this one up to $28,000.

ORPHEUM—"Sin Takes a Holiday." This Pathe picture put a lot of life in the box office of the Orpheum. Picture is a natural in any house, anywhere. Good business with $20,200.

PANTAGES — "Virtuous Sin." Thanksgiving helped a little, but not enough to take the house out of the red. About $13,500.

PARAMOUNT — "Tom Sawyer." A great picture and well liked and patronized in its run during the past week. Looks as if the gross will touch $26,000.

RKO—"See America Thirst." Not so hot with this one. Holiday helped, but not the picture. About $13,700.

WARNER'S DOWNTOWN—"Doorway to Hell." A sensation. House playing capacity for night shows and fair matinee crowds. Gross shot up to $28,000 on this the first week. Being held over.

WARNER'S HOLLYWOOD—"Doorway to Hell." Playing day and date with the downtown house to great business here. Lines in front of the theatre all through evenings. Matinees O.K. Figures better than $23,500 and that's plenty of profit.

UNITED ARTISTS — "Feet First" playing the third and last week here. Had a big opening week, fair second and not so good the last. Gross will not better $14,000, holiday and everything.

N. Y. Business Is Better Than for Several Weeks

New York.—Smiles have replaced the tears in a number of the box-offices. Quite a number of bright spots appeared on the dull gray of the past weeks. The brightest were the Roxy, with $95,000 for "Just Imagine," and the Capitol, which pulled in $80,000 with "Min and Bill." Receipts for week were:

ASTOR—"War Nurse" in its sixth week got $9400, a couple of thousand less than the week before.

CAPITOL—"Min and Bill" pulled them in to the tune of $80,000, nearly double what "Brothers" got in the preceding week.

CRITERION-GAIETY—"Hell's Angels" still hanging on at both houses, but doing little. For both houses, $7600.

GLOBE—"Big Money" did very well, cashing in $21,000.

HOLLYWOOD — "Kismet" in its fifth week picked up a little, doing $10,000 as against $8750 the week before.

MAYFAIR—"Tol'able David" in its second week pulled in $15,000, a slump of about $3500.

PARAMOUNT—"Derelict" was fair with $70,000, as against $74,000 for "Laughter" the previous week.

RIALTO—"Feet First" in its fifth week took quite a drop, getting $20,000 on the week.

RIVOLI—"Morocco" is holding up well, its second week grossing $44,000.

ROXY — "Just Imagine" brought this house back with a rush, the receipts being $95,000, as against $63,800 the week before with "The Dancers."

STRAND — "Old English" doesn't seem to be so popular, getting only $18,000.

WINTER GARDEN—"Life of the Party" in its fifth week, slipped a few thousand, grossing $20,500.

Philadelphia Houses See a Little Sunshine

Philadelphia.—Business was better generally the past week. Some of the houses stayed in their slump, but in others the pick-up was extremely encouraging. Here are the receipts:

ALDINE — "Hell's Angels" did fairly well, getting $19,000.

BOYD — "Mothers Cry" took $19,000, which was $5000 better than "War Nurse" the week before.

EARLE—This house, with "Last Of the Lone Wolf," kept about the same pace ,getting $21,000.

FOX—"Renegades" gave the box-office a boost, the take being $33,400, nearly $6000 better than the preceding week.

KEITH'S — "Feet First" was all right with $22,500.

MASTBAUM—"Sunny" gave the house a big boost, pulling $51,000 as against $37,700 previous week.

STANLEY—House off a bit with $17,800 on "Half Shot at Sunrise."

"Hell's Angels" $40,000 Tops Chicago Business

Chicago.—The outstanding business of the week was done at the United Artists theatre, where "Hell's Angels," at roadshow prices, pulled in $40,000. Another bright spot was the State-Lake, where "Sin Takes a Holiday" opened big and had three splendid days. The rest are not so good.

CHICAGO—"War Nurse" was off a few thousand, getting $38,200.

McVICKERS—"Feet First" didn't do so well, pulling in only $27,000 on the week.

ORIENTAL—House took a slump with "The Bad Man," receipts being only $21,000.

PALACE — "The Silver Horde" didn't please 'em very much. Receipts, $19,000.

ROOSEVELT—"Life of the Party" boosted this house nearly $10,000 over the preceding week, the gross being around $24,000. Held over.

UNITED ARTISTS — "Hell's Angels" opened with a rush, getting $40,000 on the week, an unprecedented draw.

On Broadway In Coming Week

ASTOR—"War Nurse."
CAPITOL—"Remote Control." New.
CENTRAL—"Today" plays up to Saturday and no new booking as yet.
CRITERION - GAIETY — "Hell's Angels."
GLOBE — "Madonna of the Streets." (Note—This may be changed later for "Boudoir Diplomat."
HOLLYWOOD—"Kismet."
MAYFAIR—"Sin Takes a Holiday."
PARAMOUNT — "Follow the Leader." New.
RIALTO—"Lottery Bride."
RIVOLI—"Morocco."
ROXY—"Lightnin."
STRAND — "Scarlet Pages." New.
WARNERS — "Viennese Nights."
WINTER GARDEN — "Mothers Cry." New.

John Boles Excellent In "Lady Virtue"

Mention of John Boles' fine work in "Lady Virtue" was unintentionally omitted in our preview of the picture at San Bernardino several weeks ago. His performance fully equalled that of Evelyn Laye, to whom he played opposite, and he is receiving equal billing with her. Boles just completed the male lead in Universal's talking version of "Resurrection."

Young Coming to MGM

New York. — Roland Young will leave here Monday for Hollywood and the Metro-Goldwyn-Mayer studios.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Leah Winslow
in "MOTHER'S MILLIONS"
Liberty Prod.

Chi. Exhibs Off Double Features

Chicago. — Exhibitors here are banding together and drawing agreements among themselves for the dropping of all double feature programs, with the feeling that two pictures will not do any more business than one and it is impossible to get consistently good pictures to double up.

They feel that a bad picture with a good one has the same audience effect as one bad and no good.

Anita Louise Signed by Charles R. Rogers

Anita Louise, the youthful actress who has been hailed as one of the year's "finds," has been signed to a contract by Charles R. Rogers, going with him the first of the year.

Maurice Revnes, who made the deal, says no picture has been chosen for her as yet, but that Mr. Rogers is heading her for stardom.

"Lonely Wives" In Rehearsal Today

The Pathe production of "Lonely Wives" goes into rehearsal today, under the direction of Russell Mack. Cast so far only has Laura LaPlante, Edward Everett Horton and Maude Eburne, but other selections will have been made by the time the troupe hits the stage this A. M.

"Hoot" Gibson Will Make Six Westerns

"Hoot" Gibson, who hasn't been very busy of late, has signed an agreement to make six Westerns for Liberty Productions. The first is said to have the title of "The Cloud Buster," from a story written by Gibson.

Osterman with Columbia

New York. — Jack Osterman has been signed by Columbia Pictures.

Tradeviews

(Continued from Page 1)

jority of the houses are glad to pay it.

Chaplin has closed some deals for foreign that look like a whole year's product for some companies when the amounts are read.

Chaplin the traitor! Chaplin the infidel! Charlie the crazy!

We'd like to be all of those things and still be Charles Spencer Chaplin.

B.B.B. Says:
A BITE, A LAFF WITHOUT FORMALITY
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Everything is all quiet on the Paramount production front. B. P. Shulberg IS in charge of West Coast production and Walter Wanger is the boss in the East. It looked for a time as if there might be a lot of "shooting" before the respective duties and functions of the two major studios were ironed out. But the question was ironed out with the greatest of ease.

•

In an effort to stimulate business at the box office of a midwestern theatre, personal letters, written in the vernacular of Will Rogers and with a fac-simile signature, were sent to everyone in the town's telephone directory. Management waxed enthusiastic over the success and decided to send Will one of the letters, in the belief that he would be honored by such a bright move. The comedian did not appreciate it, but instead urged the Fox studio officials here to put a stop to any liberties being taken with his signature. Matter was referred to the Fox home office.

•

Clara Bow copped first prize in all divisions of the novice class for her Great Dane dog, which was shown for the first time in public at the recent Ambassador dog show.

•

Josef von Sternberg's pet superstition is the use of a black cat during the making of a picture. He has directed eleven pictures during his career and in each picture you will find a black cat. Buchowetsky always used a small pig as a mascot.

•

One of the anecdotes concerning Rex Ingram's signing with Paramount goes thus: Bob Kane was talking things over with Rex when the director said he had a fine story in mind and that he would have to take 500 head of cattle, 200 men and a technical crew to Egypt to make the picture. Things, or rather negotiations, were called off right there and then. Now that Rex is signed, wonder what has become of his brilliant idea.

"Morocco" Shown for Charity at S. F.

San Francisco.—A pre-showing of "Morocco" was held here at the Paramount theatre last night with the entire gate receipts going to the relief fund of the Infants' Shelter, sponsored by the Junior League of San Francisco.

Gary Cooper made a personal appearance, with the house selling out at $5 for first floor seats and $10 for loges. This was the highest top ever asked for a motion picture showing in this town.

•

Winninger Signed For Two Warner Pictures

Charles Winninger's work in "Children of Dreams" was so good that Warner Brothers have signed him for roles in two coming productions, "The Devil Was Sick" and "Night Nurse."

He is at present playing in "The Westerner" at Paramount, with Richard Arlen, and had intended to return to New York for a stage engagement, but this new deal, engineered by Nat Goldstone, has changed his plans.

•

Al Green Picture for Pathe May Be Delayed

Unless the story which Al Green is to direct for Pathe is ready within the next two weeks, the director will be forced to move to the First National lot and prepare for the making of the next George Arliss picture. In this event he will move back to Pathe later to fulfill his one-picture contract with that company.

•

Allied States in N. Y. for Board Meeting

New York.—Abram S. Meyers is in town at the head of all the Allied States directors for a meeting of the board. Those present are Al Steffes, H. M. Richey, Aaron Sapperstein, Herman Blum, Nathan Yamins and Fred Herrington.

•

DeMille Back at Work

C. B. DeMille has completely recovered from his recent appendix operation and will report to the MGM studio tomorrow to begin final preparations for the filming of "The Squaw Man." The director was away from the studio six weeks.

•

Wharton Heads Owners

Memphis. — H. D. Wharton has been elected head of the Tri-State MPTOA organization of Tennessee, Arkansas and Mississippi.

•

Ayres in "The Iron Man"

Lew Ayres will be starred by Universal in "The Iron Man," which that company has just purchased. It is a new gangster story by W. R. Burnett.

•

Mary Carr at Pathe

Mary Carr has been engaged through the Weber office for an additional role in the remakes for "Beyond Victory" at Pathe.

Breakfast Club Honors Josef von Sternberg

The Breakfast Club, at its regular meeting, presented a placque to Josef von Sternberg as a tribute to his work in directing "Morocco," now playing at the Chinese. He was also made a member of the club.

The star members of the Fanchon and Marco troupe, which is in the prologue at the Chinese, entertained at the breakfast.

•

Beery Getting Big Breaks in Billing

Construed as a wise move in showmanship, Pantages theatre here is 24-sheeting the town with the name of Wallace Beery in top billing on MGM's "Way For a Sailor," and that of John Gilbert, star of the picture, in half the size on second spot.

Beery at the present time is a decided draw with Marie Dressler in "Min and Bill," current at the Carthay Circle.

•

Illinois Bank Failure Closes Publix House

Quincy. — The Orpheum theatre here, a Publix, has been forced to close because of the failure of the bank that controls the property.

•

Chilean Judge Plays One

Lewis Villegas, former judge and lawyer of the Chilean courts, is portraying the part of a judge in the Spanish version of "Resurrection" for Universal.

Innovation in New Gumbiner House

An innovation in the new Gumbiner theatre, the Los Angeles, which opens about January 1 with the Chaplin picture, "City Lights," will be the showing of the picture on the screen and in the lounge and children's room simultaneously. It will appear on miniature screens in the two annexes by a secret process which involves the use of reflecting prisms, but from the same projector.

The house is on Broadway, near Sixth street, and is said to be one of the finest theatres in the country, as well as most unusual. It represents an investment of nearly $2,000,000. Among the features are an art gallery, a club lounge with a dancing floor, a model cafe, a French cosmetic room with maids in attendance, and two playrooms for children and nurses.

•

Whoopee! Eddie is Going to Live Out Here

New York.—Eddie Cantor has offered all his real estate holdings in New York for sale. He's going to move to Hollywood, he says, and stay there, devoting himself to making talking pictures.

The campaign laid out and run by Frank Whitbeck for Fox West Coast on "Morocco" at the Chinese theatre will be published in The Hollywood Reporter tomorrow.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

WARNER BROTHERS - FIRST NATIONAL

Pictures in Production

"SHOW GIRL IN HOLLYWOOD" (French)—Adapted from original by J. P. McEvoy, by Earl Baldwin and Paul d'Estournelles. Featuring Suzy Vernon, Vital-Geymond, Helene Darley, Leon Larive, Rolla-Norman, R. Caillaux, with Clarence Badger directing.

"KISMET" (German)—Play by Edward Knobloch. German dialog by Ulrich Steindorff. Starring Wladimir Sokoloff, with Dita Parlo, Gustav Froelich, Anton Pointner and Karl Etlinger in the featured cast. Wilhelm Dieterle directing.

Pictures in Preparation

'SVENGALI"—Starring John Barrymore, directed by Archie Mayo. Screen play by J. G. Alexander.

UNTITLED—Starring Richard Barthelmess. Scenario by John Monk Saunders.

"THE DEVIL WAS SICK"—Starring Frank Fay.

"THE RULING PASSION"—Starring George Arliss, directed by Alfred E. Green.

UNTITLED—Starring Dorothy Mackaill.

TEC-ART STUDIOS

Pictures in Production

"GOLD DIGGERS OF HOLLYWOOD"—A Willis Kent production from story by Ida May Park. Directed by William O'Connor, and featuring Donald Reed and Phyllis Barrington.

"SHEER LUCK"—Produced and directed by Bruce Mitchell for Syndicate, and featuring Jobyna Ralston and Nick Stuart.

"MICKEY MOUSE"—Series, produced by Disney Brothers.

"VOICE OF HOLLYWOOD"—Series, produced by Louis Lewyn.

"VAGABOND ADVENTURES"—Series, produced by Tom Terriss and directed by Elmer Clifton.

Pictures in Preparation

"KING OF THE WILD"—A serial from story by Wyndham Gittens and Ford Beebe, produced by Mascot Pictures and featuring Walter Miller.

NEW YORK and SYRACUSE
Cream Puffs *and* Slams *On* NEW PICTURES

●

EXCERPTS FROM REPRESENTATIVE CRITICS FOLLOWING PREMIERE SHOWINGS OF NEW RELEASES.

NEW YORK CITY

"VIENNESE NIGHTS"
Warner Theatre

Telegram: Done entirely in Technicolor of acceptable quality, it is a carefully produced offering that is effective in spite of shortcomings here and there.

American: Much that is good, some that is bad. Everything considered it ranks up well with others of its genre, but it is insufficient to recall waning interest of film fans in purely musical entertainment.

Journal: It is amiable entertainment. The music is superior to the libretto.

Post: Musically, the picture is unmistakably Viennese. It staggers under an unnecessarily heavy plot.

Evening World: Doubtless due to remain on Broadway a long time.

Sun: Worth looking at and listening to—but don't expect anything new.

Times: Appealing musical compositions, agreeably sung and well played, compensate for imperfections in the dialog and story.

World: Above the average of the melody films in the quality of its music, while remaining only an ordinary product in libretto, mounting and movement.

Herald-Tribune: In its conventional and rather slow-moving way, an agreeable and often touching romance, prepared exclusively for us old sentimentalists.

"SIN TAKES A HOLIDAY"
Mayfair Theatre

News: It's an eyeful, all right. We don't know why it's called "Sin Takes a Holiday," but we do know that this one will coin plenty. Pathe gives us another enjoyable program picture.

Times: It is an interesting picture, but one in which the dialog is not always as smooth or as natural as one might wish. Paul Stein has directed this picture admirably. Good entertainment.

World: Fair enough movie entertainment, as good as the average and probably a little better.

Herald-Tribune: Feeble cinema effort to present a smart, sophisticated high comedy. Nothing in the writing and acting to give it the deftness it requires.

American: Quite satisfactory program entertainment. It pretends to be adult, smart, subtle and sophisticated. It is none of these.

Journal: Smartly acted and directed, it is better than average film fare.

Sun: While not precisely a bore, it is a high comedy that is distinguished by its lack of wit and charm. Holds the attention mildly due to the fact that its tale is competently constructed.

"COLLEGE LOVERS"
Strand Theatre

Herald-Tribune: Just another football picture. It isn't smart enough in handling good material.

Times: Just another mild campus comedy. Quite unimportant but amusing in routine manner.

American: It's funny. It's clean. Accomplishes its purpose of providing satisfactory entertainment for an hour.

SYRACUSE, N. Y.

"MIN AND BILL"
Loew's State Theatre

Herald: Not a great picture, but great box office. Leans toward heart-rending melodrama.

American: It's all Dressler. You can't forget her. Dockyard drama that isn't especially refined, but isn't it powerful?

Post-Standard: Excellent vehicle for Marie Dressler's ability. Wallace Beery is a fitting partner for her in it.

"THE DANCERS"
Fox-Eckel Theatre

Herald: Languidly rambles on and on, with slight evidence of dramatic punch.

American: It has more than usual interest. In fact, it is genuine theatre, but not great.

Post-Standard: Well acted.

Raymond Griffith In Warner Scenario Dept.

Raymond Griffith, who gave up acting to write for the screen, has been engaged for the scenario department of Warner Brothers.

His first assignment has not been decided upon, but it undoubtedly will be a comedy.

●

Jenkins Made District Head For Paramount

New York.—William Jenkins, of the Paramount-Publix real estate department, has been promoted to district supervisor of the New Orleans territory under William Saal.

Mike Hughes, of the real estate department, has been shifted from New York to New Orleans to act in the same capacity.

●

Barthelmess and Barrymore Are Back

Richard Barthelmess and John Barrymore arrived in town yesterday and are now in a huddle with the Warner executives on the pictures they will make on the new Warner-First National program.

Barthelmess' first will be a newspaper yarn and Barrymore is slated for "Svengali." These will go into production early next month.

●

Para. to Hire Railroad

Paramount will engage a railroad train, with crew, a full quota of passengers and 50 miles of track to be used in the filming of "Finn and Hattie Abroad." The train sequence is an important part of the story and will require two weeks to complete.

●

Vacation For Kelly

Having completed the direction of "The Leather Pusher" series for Universal, Albert Kelly has been given a two weeks lay-off as part of his six weeks lay-off clause in his contract with that company.

●

Dane-Arthur Vaud Hit

New York.—George K. Arthur and Karl Dane have been packing them in out in the provinces and are now in New York to do their stuff before vaudeville audiences.

●

W. E. Sound in London

London.—Western Electric sound equipment has been installed in 175 London theatres, making a total of nearly 1200 for Great Britain.

POWERS CINEPHONE LICENSED
RECORDING SERVICE
PORTABLE AND STUDIO EQUIPMENT
RALPH M. LIKE, INC.
Cinephone Film Studios
Hollywood OL-8701

MGM Foreigns Experiments

New York. — Before leaving for the Culver City studios of Metro-Goldwyn-Mayer yesterday, Al Lewin, who was appointed production head of all non-English productions, said:

"Our present effort in foreign production is just an experiment. If it turns out all right we will continue and will open studios in France, Germany and Spain. But if the foreign public will not take to our productions, we will discontinue all product for countries other than the English-speaking."

●

Pittaluga Has New Synchronizing Studio

Rome.—Pittaluga has just built a synchronizing studio, large enough to accomodate a band of 100 pieces. This completes the modern equipment of two Cines studios. The third studio is to be equipped in the same way.

The Italian and German versions of "The Call of the Earth" have gone into production at Cines.

●

Nancy's Sister Crashes

New York.—Terry Carroll, a sister of Nancy and even better looking, has a small part in "Stolen Heaven," in which Nancy is starring for Paramount.

●

New Pathe Sound Truck

London.—The Pathe Newsreel organization is adding another sound truck to its fleet here, making three to cover this field.

●

Para's Xmas Sheet

New York.—Paramount has issued a nifty three-sheet with the Merrie Xmas and Happy New Year on it.

●

Para. Gets British Chain

(Continued from Page 1)

tion of houses at Cardiff, in Wales, Birmingham, Newcastle, Leeds and Liverpool, in England, and Dublin and Belfast, in Ireland. It is noticeable that Publix is centralizing its efforts on the great industrial cities.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Leah Winslow
in "MOTHER'S MILLIONS"
Liberty Prod.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

Mark Sandrich---*Director*---Radio Pictures

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Operators of several prop rental houses held a meeting several weeks ago to solve the problem of loss in unreturned props that could not be traced or accounted for by the rentors. Their only solution was to turn the list of items over to the Lost and Found department at the police station, with the result that 50 per cent have been recovered from the homes of studio executives and minor employees. Search warrants were served on the houses of several hundred suspects with the result that much embarrassment was created for the innocent as well as guilty. Prosecution was waived by the prop houses in many cases.

•

The educational and uplifting value of motion pictures is sometimes hard to locate. Jack Oakie and Gene Pallette recently sat through five reels of a highbrow drama. As they left the theatre, Oakie remarked: "What that picture needs is a couple of 'can't and ain't' guys like us, Gene."

•

The casting office of the Hollywood Reporter opened up this morning to cast Marie Dressler as "Tish" in the MGM production of these stories of Mary Roberts Rinehart. And with that, the office will close until further notice.

Ann Harding to Make "The House of Glass"

Pathe has purchased the talking rights to "The House of Glass," produced several years ago by Universal as a silent. Pathe's talking version will serve as a starring vehicle for Ann Harding.

•

"The Iron Man" for "U"

Universal has secured the screen rights to "The Iron Man," a new gangster novel by W. R. Burnett. With "Steel" and "Fires of Youth," one in preparation and one in production at the same studio, it looks like a leaning towards anything that borders on the making of steel.

"WESTWARD BOUND" IS FAIRLY GOOD WESTERN

"WESTWARD BOUND"
A Syndicate Picture

Direction ..... Harry Webb
Story and Dialog ..... Carl Krusada
Photography ..... William Nobles
Sound Engineer ..... Ralph Like
Cast: Allene Ray, Buffalo Bill, Jr., Tom London, Yakima Canutt, Robert Walker, Buddy Roosevelt, Fern Emmett, Ben Corbett and Pete Morrison.

This picture needs a lot of editing before release. Many of the scenes drag, and the dialog in spots is stilted, especially at the beginning of the picture.

Buffalo Bill, Jr., who is co-featured, appears lost in western "talkies" and at times is in a quandary as to what to do next. He appears afraid of the microphone most of the time, and his side kick, Buddy Roosevelt, while he may have been a riot in silent open air epics, has a limited career in the audible westerns unless he brushes up on his delivery.

Allene Ray is adequate. She has little to do, but does that well. Benny Corbett, the "comedy relief," gets over very well and supplies several laughs. Pete Morrison does nothing but hold down a chair in a rustlers' retreat, and naturally does that well, with all deference to Pete. Yakima Canutt is good in what little he has to do.

The story is about cattle rustlers, a girl ranch owner, two tenderfoot gents from the big city who become involved in the rustling accidentally and who eventually round up the gang, with the New York hero winning the gal in the end.

Made, as most of these indie westerns are made, on a small bankroll, this has commendable moments and moments not so commendable. There is a lot of hard riding and fights galore, and some thrills. Direction adequate, likewise photography.

A fair western that will undoubtedly please the clientele it was made for.

•

Man's Feet Stop the Show 'For Women Only'

Paterson, N. J.—A man's feet emerging from under a smart gown stopped a showing of a film "for women only." Darcy Wilson, superintendent of recreation for the City Housing Corporation, was thrown out.

He said his wife wanted to see the picture and didn't want to go alone, so he put on one of her dresses and accompanied her.

•

Fewer Feature Films Censored in Germany

Berlin.—Germany is using fewer feature pictures, the censorship figures showing 236 censored in the first nine months of this year, against 316 for the corresponding period in 1929, and 401 in 1928.

•

Three Warner Releases

Three Warner Brothers features will be released in December. They are "Man to Man," with Phillips Holmes, Grant Mitchell and Lucille Powers in the cast; "Captain Thunder," with Fay Wray and Victor Varconi; and "Divorce Among Friends," with James Hall, Irene Delroy and Lew Cody.

•

"Hell's Angels" Hits

"Hell's Angels," opening at the Aldine in Philadelphia, did 40 per cent more business the first night than anything in the history of the theatre. In Milwaukee, where the picture is playing two houses, the Garden and the Majestic, both house records were broken.

Czechs to Produce Talking Pictures

Prague.—With the idea of inducing the Government to erect a new sound studio for the production of talking pictures here, a group of players and directors have formed a co-operative society, known as Cefid.

There is one sound studio here which has already produced a picture entitled "Field Marshal."

•

Satevepost Story For Warner Short

New York.—Vitaphone has purchased the Saturday Evening Post story, "Hello Sucker," and will turn it into a short reel. Burnett Hershey is adapting it.

•

Gilbert Roland at "U"

Edwin Carewe, who has finished the English version of "Resurrection" at Universal, has started on the Spanish picture. Lupe Velez is still in the leading role, but Gilbert Roland is the leading man now instead of John Boles.

PRODUCTION NOTES

Buster Keaton's new picture, based on "Parlor, Bedroom and Bath," went into production at MGM yesterday. Edward Sedgwick is directing, and Charlotte Greenwood heads the cast.

•

Marjorie Beebe and Ken Thompson are featured in a Mack Sennett comedy, called "Marge's Wedding." Earle Rodney is directing and Vernon Dent is in the cast.

•

Phil Whitman has joined the directorial staff at Sennett's and will direct Andy Clyde in "Putting on the Dog."

•

William Goodrich has been assigned to direct the next Ideal comedy at Educational.

•

Spencer Charters placed in the cast of "Lonely Wives" at Pathe by the Leo Morrison office.

•

"Gentleman's Fate," starring John Gilbert, has gone into production at MGM. Mervyn Le Roy is directing, from the story by Ursula Parrott. Leila Hyams plays opposite Gilbert.

•

Johnny Harron is playing the other half of the young love interest with Constance Bennett in "The Easiest Way" at MGM.

•

Alice D. G. Miller has been assigned to write the next story for Ramon Novarro at MGM.

•

Jolson Stable Here

Al Jolson's stable, including Concord and Kildare, arrived here yesterday and are being groomed for the next Agua Caliente racing season, opening Christmas day.

•

Ruth Chatterton to N. Y.

Ruth Chatterton is bound for New York on a vacation.

Paramount Starts Its 700th Film in Hollywood

When "Ladies' Man," starring William Powell, went into production at the Paramount studio yesterday, it marked the 700th picture to be filmed by this company in Hollywood. This number includes only pictures made in Hollywood since Jesse Lasky sent Cecil DeMille here in 1913 to make "The Squaw Man."

The list does not include the pictures made at the Paramount Long Island studio, nor those films made for Paramount release, such as the Harold Lloyd productions and those formerly made by Fred Thomson and Douglas MacLean.

•

"Apron Strings" at "U"

"Apron Strings," now being adapted to the screen from a play of the same name, will be one of the first features to go into production on the new Universal program. Al De Mond will produce it, with a starting tentatively set for February 1.

Mattewan Gets Sunday Movies

Mattewan, N. J.—Over eleven hundred residents of this town signed a petition for Sunday movies, thereby balking the efforts of the ministerial board to keep the theatres closed. Recorder Harry Bolte signed the petition and told the exhibs to open.

•

Joe Reilly Doubles

In addition to acting as director of public safety of the Fox studio properties, Joe Reilly will double in brass by acting as technical director for detective details in "Charlie Chan Carrie On."

•

George Marion to Europe

George Marion, Jr., has secured a leave of absence from Paramount to enable him to spend three months in Europe.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

UNIVERSAL STUDIOS

Pictures in Production

"FIRES OF YOUTH"—From story by Monta Bell, who also directs, co-starring Lew Ayres and Genevieve Tobin.
"RESURRECTION"—(Spanish version.) Directed by Edwin Carewe, with Lupe Velez and Gilbert Roland featured.
"THE COMMAND TO LOVE"—(Spanish version.) Directed by George Melford.
UNTITLED—Slim Summerville comedy, the sixth of the series.
"HEROES OF THE FLAMES"—Serial, featuring Col. Tim McCoy and Marion Shockley.

Pictures in Preparation

"THE UP AND UP"—To be directed by Edward Laemmle. Screen play by Kenyon Nicholson.
"SEED"—From novel by Charles G. Norris, who is also doing the screen treatment, in collaboration with Gladys Lehman.
"GAMBLING DAUGHTERS"—An original by Francis Edward Faragoh, to be directed by Hobart Henley.
"BLIND HUSBANDS"—Being adapted by Erich von Stroheim, who will also direct.
UNTITLED—Original by Billy K. Wells and C. Jerome Horwin, to be directed by John Murray Anderson.
"STEEL"—Now being written by Raymond Shrock. Will be Arthur Ungar's first production.

Pictures in Final Editing

"RESURRECTION"—From the Tolstoy novel. Directed by Edwin Carewe, with Lupe Velez and John Boles heading the cast. Screen play by Finis Fox.
"DRACULA"—From the original by Bram Stoker with Garrett Fort on the screen treatment. Directed by Tod Browning and featuring Bela Lugosi, Helen Chandler, David Manners and Dwight Frye.
"FREE LOVE"—From "Half Gods," by Sidney Howard. Directed by Hobart Henley and featuring Genevieve Tobin, Conrad Nagel, Monroe Owsley, Bertha Mann, Ilka Chase, George Irving and Zasu Pitts.
"MANY A SLIP"—From original by Edith Fitzgerald, adapted by Gladys Lehman. Features Lew Ayres, Joan Bennett, Slim Summerville and Virginia Sale. Vin Moore, director.
"COMMAND TO LOVE" (German version)—Directed by Ernst Laemmle.
"DRACULA" (Spanish version)—Directed by George Melford.

Film About Penguins Fascinating London

London. — "Dassan," a film in which all the characters are penguins and which was made by Cherry Kearton and his wife on the island of Dassan, off the Cape of Good Hope, is fascinating London audiences at the Polytechnic.

The Kertons were on Dassan for several months. They say there are millions of penguins there, with an occasional rhinoceros, snake and mongoose. The picture is the most intimate and interesting study of the 'feathered Charlie Chaplins" ever shown.

Hugh Stange Here

Hugh Stange, Broadway playwright, arrived here yesterday, to begin work on a long term contract as a writer for Fox. His first assignment will be the screen treatment for "Axelle."

"Life of Party" Record

Troy, N. Y.—Warner Brothers "The Life of the Party" set a house record at the Troy theatre by grossing $2060 in three hours.

Boleslavsky at Radio

Richard Boleslavsky, former Columbia and Pathe director, has been signed to direct a series of feature pictures for Radio.

Government Handles News Reels in Latvia

Riga. — The Latvian educational ministry has taken over the distribution of news reels to the motion picture houses of the country, leasing these films direct to exhibitors.

This was done because the showing of these reels is compulsory in Latvia and, under the old system, it was easy to evade the law.

No Ads on Fox Screens

New York.—All Fox theatres east of the Rockies have banned anything that borders on screen advertising, and an ultimatum to the circuit west of the Rockies is expected. Slides advertising local and national merchandise on the screen are said to be distasteful to theatre patrons.

"All Quiet" Big in Spain

Barcelona.—This town has gone for "All Quiet on the Western Front" in a very big way. It opened last Friday and the Tivoli theatre has been standing them up since.

Pat Casey Here

Pat Casey, now serving as arbitrator for any labor problems that may come up between the worker and the motion picture producing organizations, is in town for an indefinite period.

Sid Algier Production Manager at Liberty

Sidney Algier, who has been supervisor of the Franklin Productions at the Mayan Theatre, has been made general production supervisor for M. H. Hoffman, president of Liberty Productions.

His offices will be at the Metropolitan studios and his first assignment will be on "Mother's Millions," starring May Robson.

De Mond to Supervise Anderson Production

Al De Mond, associate producer at Universal, has been assigned to make the next Murray Anderson production from a story now in work by the staff and as yet untitled.

The story is being worked so that it can be converted into a musical, should the market point that way by the time it goes into production.

Goetz to Sell Process

It is understood that Ben Goetz, Consolidated Lab. official, bought the Schueftan composite process as an investment and is now endeavoring to sell it to MGM.

MacDonald On Her Way

New York.—Jeannette MacDonald left New York today for Hollywood to fill her contract at the Fox studio.

Arnheim-Harms Battle Still On

The battle between Gus Arnheim and the Harms Music Publishing company is still on, with the former having tried to broadcast certain restricted songs over the air, only to be stopped by the control mixer of the station releasing the Arnheim music.

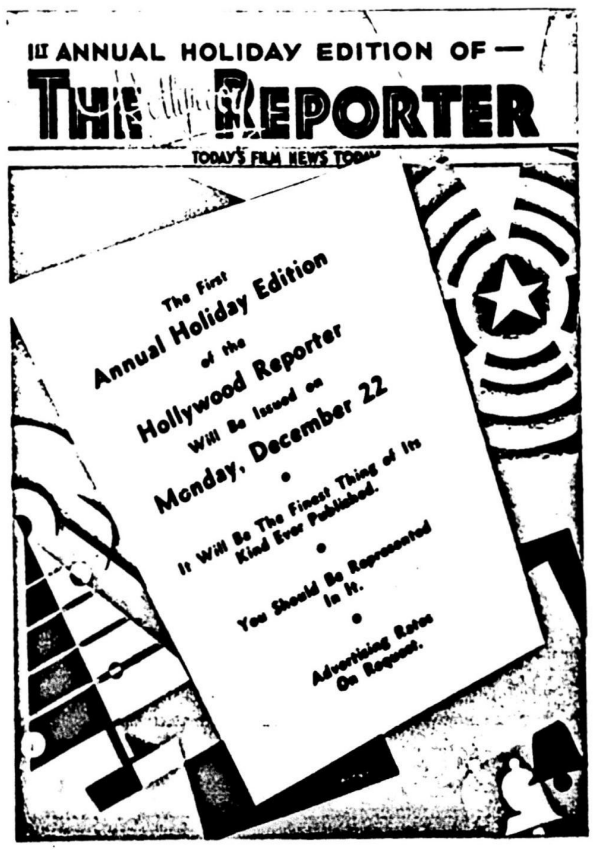
The trouble started when Arnheim refused to play certain Harms plug numbers in return for the permission to broadcast "Body and Soul" and other hit show tunes in the Harms catalog. Arnheim will play nothing but hit songs and will not play a plug tune to make it a possible hit. Because of this attitude, Harms is telling Mr. Arnheim what he can play or can not play over the air from the Harms catalog. Other music publishers are thinking of following the Harms action, which would put the Ambassador music leader in a tough spot.

"Danger Lights" In N. Y. On Wide Film

New York.—"Danger Lights" will be shown in New York on wide film at the Mayfair theatre within a short time.

Bomb For Akron Houses

Akron. — Someone set bombs under two Akron houses, the Peoples and Spicer, but did little damage. Labor difficulties said to be the cause.



THE Hollywood DAILY REPORTER

Vol. II, No. 18 Price 10c TODAY'S FILM NEWS TODAY Wednesday, December 3, 1930

FOX-U.A. WAR IS STILL ON

TRADEVIEWS
by W. R. Wilkerson

THE statement issued by the Postmaster General yesterday and published in this paper that there is more than $15,000,000 now in postal savings than there ever has been before, should be of great interest to our industry, for THAT is a healthy sign.

Go to your bank, ask regarding the savings deposits and the officers will tell you they are carrying more money in their vaults for their depositors now than at any time since the war.

Everybody is conserving and saving, all because the newspapers, the screens of our theatres and the theatres themselves have made conditions worse than they really are. They have instilled fear into almost everyone.

•

PROPAGANDA, for and against this condition, is bad right at this time. The exhibitor, the producer and the distributor should steer clear of it in dealing with the public. It is all right to say that we have to make pictures more cheaply and cut down the sales overhead because there IS no foreign market. But do not wash your troubles at the public washing-places. Do everything you can to keep the public from thinking, from acting and from talking hard times.

You are in the show business. Give the public a show. To Hell with anything else.

•

ALTHOUGH every studio will deny it, there is a trend to return to pictures with music. Not the musical comedy or the back stage trick that stood so well at the start of talking pictures, but good stories, moving stories, with music.

•

HAD AN hour with Adolphe Menjou, and it was well spent. Adolphe knows his pictures and picture business as few in this industry do. He likes to talk pictures. He is one of the very few individuals in pictures who really likes his work. He snorts and yells about this or that, but you could not pull him away from the studio with a thousand teams. Some day he will direct, he will produce, and the motion picture will benefit.

A Fish Story

Fred Datig, Paramount casting director, has been annoyed the past few days by deep-sea fishermen seeking jobs in what they called 'the fish picture." He couldn't understand until he saw the announcement of the production, "Finn and Hattie."

Universal Plans For 32 Next Year

With only eight more features to be completed on its current year's program, work of selecting stories for the 1931-32 program is now going on at Universal.

Tentative plans so far are to allot each of the four associate producers eight feature productions, making a total of 32, or twelve more than on the current program. Verne Porter, eastern story editor for the organization, is now here conferring with the Laemmles on prospective material for the new frame of pictures.

•

N. Y. Gaiety For Goldwyn

New York. — Sam Goldwyn has leased the Gaiety theatre, opening December 16 with the Colman picture, "The Devil to Pay." Goldwyn leaves for Europe tomorrow.

Former Orders All Houses To Lay Off U. A. Pictures---Salesmen Told To Cover All Fox Spots

New York.—With the return of Al Lichtman, general sales manager of United Artists, it became known that the United Artists battle with Fox for "independence" will be carried on throughout the entire country.

It is rumored that Harley L. Clarke is very peeved regarding Joseph Schenck's Hollywood announcements of a few weeks back, and has issued instructions to his bookers and to the buyers for all Fox houses to keep away from any United Artists pictures.

Lichtman, armed with a new contract as sales head and with instructions from Joseph Schenck to sell away from the Fox chain, is issuing orders to his sales crews throughout the country to cover every Fox spot.

The last United Artists picture to play a Fox house was "Raffles."

•

RKO Holds Pathe Film At Mayfair

New York.—The RKO heads are so enthusiastic over the Pathe picture, "Sin Takes a Holiday," that it is being held at the Mayfair theatre for an indefinite run instead of for the usual seven days.

Only recently it was announced that RKO would put a national campaign of newspaper advertising behind this picture, paying all the cost.

Franklin On Own Leaving For West

New York. — Harold B. Franklin has discarded all propositions and hoped-for propositions with the several producer - distributor - exhibitor companies, and will leave for the coast in a day or two to go it on his own with a string of independent houses scattered throughout the West and mid-West.

Franklin will conduct his string "right on the open market," booking only pictures that look like money-makers, and will tie up with no one organization for the exclusive play of its product.

It is understood that most of the houses Franklin has are in medium and small-sized towns and with capacities around one thousand seats.

•

Sidney Franklin At U.A. for Two years More

New York. — Joseph Schenck has signed Sidney Franklin to a new contract for two years.

In addition to working at United Artists, he will also direct for MGM.

•

Hubert Voight Ill

Hubert Voight, publicity director for the combined Warner-First National studios, is now directing the activities of his department from a sickbed at home.

•

Talk Boosts British Tax

London.—The talkies have been a boon to the tax throughout the United Kingdom. Tax collections in the theatres have increased over $3,500,000 during the past year.

PARA. PAYS $ 7,500,000 FOR 4 LONDON HOUSES

London. — Paramount - Publix is putting on full steam in its campaign of building and buying theatres in Great Britain. Its most recent acquisition was of four houses in London, for which it paid $7,500,000.

The company already owns two houses in the West End—the Plaza and the Carlton—and also has one in Manchester. This gives it an excellent start towards the chain which it intends to form in the British isles.

The acquisition of theatres is not to be confined to England, for plans have been formulated for the erec-

(Continued on Page 3)

LeMaire Casting Head At Warner-First Nat.

Rufus LeMaire, who went over to Warner-First National recently as an associate producer, has been made casting director at the Burbank studio. William Mayberry, formerly with First National and later with Fox, will be his assistant.

•

Walsh With Warners

Cleveland.—Ralph Walsh has been placed in charge of all Warner houses in this territory.

Dialog by MALCOLM STUART BOYLAN! LICHTIG & ENGLANDER, Personal Representatives

THE DAILY REPORTER

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

THE LOWDOWN

Local chatterers are beginning to cast "Strictly Dishonorable" for Universal. Consequently, since the bars are down and the field wide open, this publication submits the name of Paul Lukas for the part, and if anyone can beat that choice we will hand them the asbestos plaque. This Lukas baby would make film history in that part. It is a characterization that no one in pictures could portray to better advantage.

•

It won't matter much to June Collyer to whom she plays opposite from now on. She consented to go to the Stock Show the other day and pose for some publicity photos. When she arrived she saw three strong men trying to control an enormous and ferocious-looking bull long enough for her to put her arms around him for a picture—which she did. Next on the program for her caress, was a thousand-pound prize hog!

•

The postman who took a walk on his day off has nothing on Billie Dove. Since her return from Europe and New York, where she has been for many weeks, she has spent nearly every evening looking at pictures that were made during her absence, sometimes seeing two and three a night. Just a fan who wants to catch up on her movies!

•

An indie director, formerly with MGM, who was idle a year, got a chance to direct a western. It turned out well and his head enlarged terribly. He started the second western when the producer went East, and went completely off the handle, abusing cast, writer and production manager. Picture stopped for two days, expense running on until production executive could get boss on long distance phone. Then director demanded that boss return to Hollywood before he would continue. Boss couldn't, so picture awaits his arrival with director running cost up double. This director did same thing at MGM and was shown gate.

Winkler New Head Of Music House

New York. — Dan Winkler has been promoted to head the physical activities of the DeSylva, Brown and Henderson Music Publishing Company, formerly handled by Bobby Crawford, who is being advanced to general executive manager of the Music Holding Corporation and Music Sales Corporation, both subsidiaries of Warner Brothers.

Artie Mehlinger left Hollywood last night to take up the position of general professional manager of the De Sylva, Brown and Henderson firm, which was formerly handled by Winkler.

•

Para. Making Survey Of Short Situation

New York.—Emanuel Cohen, head of Paramount short subjects, is now making a survey of the short subject situation throughout the country to determine what type of shorts is favored mostly. The number of subjects to be produced for next season's release will depend largely upon this survey.

•

Greeley, Col., Gets Sunday Movie Shows

Greeley.—Led by L. A. Starsmore and A. H. Vincent, Paramount-Publix managers, a successful campaign was waged for the opening of the theatres here on Sunday.

•

Sono-Art to Road Show "Damaged Love"

New York. — Sono-Art will roadshow its picture, "Damaged Love," in the twenty-four principal cities of the country. After that it will go in general release.

•

Exhibs Meet in Memphis

Memphis.—The exhibitors representing the MPTOA of Tennessee, Arkansas and Mississippi, met at the Peabody hotel here yesterday. C. C. Pettijohn, Oscar Hanson and Dave Palfreman were the principal speakers.

•

Weeks After Producer

George Weeks, of Sono-Art, is negotiating with Harry Webb, of Webb-Douglas Productions, now making westerns for Syndicate, to produce a series of mystery melodramas for Sono-Art release.

•

Luckett Back at Warner

Oklahoma City.—J. E. Luckett has been put back in charge of the Warner houses here and at Dallas. Truly B. Wildman has been shifted to Memphis.

•

Depinet Back From Chi.

New York.—Ned Depinet is back in the Warner-First National home office, after attending a sales meeting for the joint organizations held in Chicago.

•

New Color For Tech.

Technicolor has now added yellow to its series of natural colors for film. Before it has had only red and green.

Use of Sound Films at Army Posts Increasing

Washington.—The annual report of the Adjutant-General of the Army states that, during the year ended June 30, 15,038 complete motion picture programs were shown at army posts and on transports, to a total attendance of 3,718,034.

Photophone equipment has been installed in sixty army post theatres during the past year and five army transports will soon be equipped with sound.

•

Trem Carr Will Make "The Birth of Texas"

Trem Carr, independent producer, now in New York, will stop off in Texas on his way back to close a deal whereby he will make "The Birth of Texas," which is being financed by the various Chambers of Commerce and business men. At different times D. W. Griffith and others were mentioned to make this historical opus.

It is understood James Hall will be featured and has already been signed by Carr.

•

"Sex in Business" To Be Started On Friday

New York.—"Sex in Business" will go into production at the Paramount Long Island studio next Friday, with Claudette Colbert, Fredric March and Charles Ruggles in the cast and Dorothy Arzner directing.

Ernst Lubitsch's first to be made here will not go into production until February 1.

"Angels" a Hit In Hughes' Home City

Houston.—"Hell's Angels" opened here at the Kirby theatre, a Publix house, to one of the biggest week-end grosses taken in at this theatre in its history. The record-breaker is partly attributed to the fact that this is Howard Hughes' town and the producer spared no expense in letting the town know he was there with his latest screen achievement.

A special Magniscope screen and special sound projection equipment were installed at the theatre at Hughes' personal expense. Picture is here for a run, establishing a precedent, for the Kirby has always been on a weekly change policy..

The picture will open here at popular prices at the United Artists theatre around January 1.

•

Berlin Film Critics And Producers War

Berlin.—The Berlin film critics and the producers are at swords' points. The producers accuse the critics of being unfair to German films and favoring imported ones, and the writers have formed the "Berlin Association of Film Critics," the object of which is "the maintenance of independent fim criticism in the daily press."

The producers, for their part, are to launch an "educational campaign," teling the public and the provincial papers that the writers are all wrong.

•

Roy d'Arcy will play opposite Vivienne Osborne in a forthcoming short at the Warner studio.

U. S. Threat of Wide Film Worries British Exhibitors

London.—The reports of the experiments being made in America with wide film are of deep interest and concern to the British exhibitors. They are listening eagerly in the hope of hearing unfavorable public reaction.

The trouble is that these exhibitors know that, if America adopts the wide film and sends pictures so made over here, the British must put in proper equipment. After what they have spent in installing sound, they cannot afford further outlay; hence the hope that wide film will die.

•

Horowitz Stopped In Texas Censor Fight

Dallas.—Will Horowitz has discontinued his ads in the daily papers advocating censorship for pictures.

This exhib was muffled by the producers and exhibitors of his own state.

•

English Exhibs Like "Half Shot"

London.—The trade showing of the Radio picture, "Half Shot at Sunrise," was the most enthusiastic that has occurred in a long time. Looks as if English exhibitors will go for it in a big way.

Rasch Dancers at Fox

The Albertina Rasch dancers have been engaged by Fox to stage atmospheric dances in "East Lynne."

•

Germany Out of Pictures

(Continued from Page 1)

financial affairs of Emelka were in such a state that a national scandal would have resulted had not the German exchequer stepped in, and since that time the government has been handing out money to the company to try to keep it moving.

On several different occasions offers were made for the control that would have netted a handsome profit, but as these offers were made either by or through UFA or from an American concern, the German officials thought it would be best to lose money each week rather than give UFA control of almost everything in Germany, or permit an American company to acquire such an important string of theatres throughout the Fatherland.

The present sale might mean one of many things. It might be an undercover move by UFA in that Herr Krauss has in the past been identified with that company; or the Albert Cohan connection might throw it to French control, as he is the representative of Gaumont-Pathe.

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

METROPOLITAN STUDIOS

Pictures in Production

"MOTHER'S MILLIONS"—Liberty production, starring May Robson and directed by James Flood. Script by Winifred Dunn.
UNTITLED—Vanity comedy, directed by Harold Beaudine and featuring Glenn Tryon.
UNTITLED—Two-reeler, Phil Ryan production for Paramount release, starring Chester Conklin and directed by Frank Griffin.
"ROMANTIC ADVENTURES"—Series of two-reelers being produced by Brown and Nagel for Tiffany release.
"MY WEST"—Talking scenic, produced by Robert C. Bruce, who also directs.

Pictures in Preparation

"THE APE"—Liberty production, starring Harry Langdon, to be directed by Renaud Hoffman.
"FRONT PAGE"—From the stage play of the same name, to be produced by Howard Hughes, with Lewis Milestone directing and Louis Wolheim starred. Charles MacArthur and Bartlett Cormack on the script.
"HELL BENT FOR FRISCO"—Sono-Art production from story by Gene Pritchard.
UNTITLED—Christie Vanity comedy, starring Buster West and directed by William Watson.
"HAND-COLORED REVUES"—Based on stage revues and to be produced by Craig Hutchinson for state right market.

Features in Final Editing

"ALOHA"—Al Rogell production for Tiffany release, with Ben Lyon and Raquel Torres. Directed by Al Rogell from script by Adele Buffington.
UNTITLED—Christie Gayety comedy, featuring Ford Sterling and directed by William Watson.
"THE PASSIONATE PUPS"—Christie comedy, starring Bert Roach and directed by Leslie Pearce.

TIFFANY STUDIOS

Pictures in Production

"THE SINGLE SIN"—Directed by William Nigh, with Kay Johnson and Bert Lytell featured. Story by A. P. Younger and screen treatment by Frances Hyland.
CHIMP FAMILY—Series under title of "Aping Hollywood," directed by Sig Neufeld.

Pictures in Preparation

"DRUMS OF JEOPARDY"—A Harold MacGrath story, adapted by Florence Ryerson. George B. Seitz will direct a cast including Warner Oland, June Collyer, Lloyd Hughes, Hale Hamilton and Wallace MacDonald.
"THE BARBARIAN"—Story and script by A. P. Younger. No cast or director selected.
"X MARKS THE SPOT"—An underworld story to be directed by James Whale. Edward Dean Sullivan will do the adaptation.
"THE TWO-GUN MAN"—To feature Ken Maynard. Story being prepared by Jack Natteford.
"THE TALE OF A FLEA"—Two-reel comedy to feature Paul Hurst, from story by W. Scott Darling.

Pictures in Final Editing

"CAUGHT CHEATING" — From original by W. Scott Darling, featuring Charles Murray and George Sidney, with Frank Strayer as director. Cast includes Nita Martan, Bertha Mann, Dorothy Christy, Robert Ellis and Tenen Holtz.
"FIGHTING THRU"—Featuring Ken Maynard, with William Nigh as director. In cast are Jeannette Loff, Wallace MacDonald, Carmelita Geraghty, William L. Thorne and Charles L. King. Story by Tom Burbrudge and screen treatment by Jack Natteford.

Will Equip Mayfair With Seat Phones

New York.—The Mayfair theatre is to be equipped with the Acousticon seat phone, a device perfected by the RCA Photophone and Dictograph Products.

Eighty units are to be installed in various sections of the orchestra, loges and balcony so that deaf patrons may hear the dialog in the pictures. The New York League for the Hard of Hearing and similar organizations in other cities are urging their members to patronize houses using this device.

Sound Production to Start in Australia

New York.—Thomas Holt, general manager of the Efftee Film Productions, of Melbourne, has just completed a deal for the installation of RCA Photophone recording equipment for the Australian studio and will start production shortly.

The studio will be completed soon after the first of the year. Frank W. Thring, formerly in control of Hoyt's theatres, is the president of the Efftee company.

Spoor-Berggren Test Not So Good

Chicago.—The world premiere of the Spoor-Berggren natural vision film at the State-Lake theatre was by no means an unqualified success. The scenic effects were wonderfully fine, but the much-touted third dimension feature did not impress.

The process seems to be far from perfected. Breakdowns of both sound and picture were frequent, and many patrons complained of sound distortion. However, it was noticeable that the view from the side seats and those down front was much improved.

Two subjects composed the program. They were a feature, "Danger Lights" and a one-reeler, "Niagara Falls," made by the inventors of the process. The short was better.

Four American Films Great Hits in London

London.—There are four American talking pictures now playing in London that are making wonderful hits. First of all comes "Hell's Angels," which has taken the city by storm. London never has seen such a rush for seats.

"Whoopee," with Eddie Cantor, is another success, and "The Big Pond," with Chevalier, is setting a record for a London run. "The King of Jazz," in its second run in the West End, is proving that the public is by no means tired of the musicals.

New Writer at Para.

Carmen Barnes, author of "School Girl," is in Hollywood under contract to Paramount to assist in the screen treatment of her play.

Dietrich Leaves

Marlene Dietrich left last night for New York and will sail from that port Friday night aboard the Bremen for Berlin. She will return about the first week in March.

Big Chains in Trouble

(Continued from Page 1)

purchases. The Finkelstein and Rubin chain in Minnesota and North and South Dakota, and the Kunsky houses in Detroit will probably be on the first list of handbacks. Other smaller and less important chains will follow, but all with a string to the effect that Paramount pictures are to get first play.

Fox has had plenty of grief in the Metropolitan district of New York, as well as with houses purchased throughout the mid-West.

Warners have found the going tough in many spots and have found that the personal touch of house management means more to the success of a theatre than all the home office management that could ever be corraled.

B.B.B. Says:
A BITE, A LAFF WITHOUT FORMALITY
B.B.B. CELLAR CAFE
Cosmo at Hollywood Blvd.
GRanite 3382 HOllywood 9159

PRODUCTION NOTES

Joyce Compton has been engaged for the cast of "Land Rush," which Benjamin Stoloff will direct for Fox.

John Ince and Buzz Barton have been added to the cast of Robert Horner's new picture, "Wild West Whoopee."

Reginald Denny, Cliff Edwards and Edward Brophy will be in the cast of Buster Keaton's next at MGM, based on "Parlor, Bedroom and Bath."

Marie Prevost for the cast of "Gentleman's Fate," in which MGM is starring John Gilbert.

Arthur Clayton added to "Charlie Chan Carries On" at Fox.

Helen Jerome Eddy and George Irving added to "Girls Demand Excitement" at Fox.

Definite titles for Paramount's "Royal Family" will be "Royal Family of Broadway" and "Finn and Haddie" for "The Haddocks Abroad."

Margaret Livingston aded to "Children of the Streets," Radio.

Mary Doran has been borrowed from MGM by Fox to play one of the feminine leads in "This Modern World."

Austin Parker's play, "Week End," has been bought by Paramount and will be made in New York, with Charles Ruggles featured.

Casey Robinson is making a Vitaphone two-reeler, called "Mardi Gras," of which he is also the author.

Tradeviews

(Continued from Page 1)

have all been fed, until you can afford to spend the money for motion picture entertainment."

You are in the amusement business and your BIG mission in the lives of every person in your community is to furnish entertainment. By so doing your help will be greater than with other gestures. You will cause your patrons to forget bad times, unemployment, poverty and what not. They do not want to be reminded of those. They want ENTERTAINMENT. Give it to them and give them plenty of it.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
Chas. Rogers Prod.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

THE Hollywood DAILY REPORTER

Vol. II, No. 17 Price 10c TODAY'S FILM NEWS TODAY Tuesday, December 2, 1930

THEATRE CHAINS IN RED

TRADEVIEWS
by W. R. Wilkerson

MR. EXHIBITOR:
Keep your nose out of jam and fruit matinees; old clothes donations for admissions; food for tickets, and all unemployment gags. They are all murder. The idea is all right and the thought marvelous, but the whole thing will act as a boomerang and, when you wake up, there will be very few pennies in your box office till.

Profit from the experiences of New York exhibitors and showmen. They went for this thing in a very big way. They exploited unemployment-ticket-selling gags. They staged food matinees with a portion of food for an admission. They turned over their lobbies for the sale of apples for the poor. They permitted Mrs. Jones to deposit a jar of jam on the ticket chopper instead of a ticket. They worked all of those things and what IS the answer?

•

BUSINESS in the theatres has never been so bad. Low records for all times are being established. Some of the Broadway houses, which went in for this stuff, are losing from $20,000 to $40,000 a week. Not this week, nor last week, but for the past four or five weeks.

And conditions in New York are no worse now than they have been for the past six months.

But Mr. N. Y. Exhibitor has been reminding his patrons, in every conceivable manner, that times are tough, money tight, poverty extant, unemployment astounding. He did all these things through a gesture of being a good citizen conducting a generous enterprise and ever willing to come to the front in a time of stress. He staged all of those matinees and gave the food, the clothing and the money to the poor.

•

BUT by so doing he virtually said to his customers: 'My theatre or the entertainment I am giving is secondary; you must first think of those out of work, of those who need food and, by all means, watch your own finances." He might just as well have hung a sign on his marquee saying "this theatre is closed until all of you have secured employment, until you

(Continued on Page 3)

Plenty Money

The Postal Savings System reports that deposits as of October 31 amounted to $191,865,789, which is $15,03,265 more than at any time since this institution has been in existence.

17 New Houses For Fox West Coast

Fox West Coast Theatres are going to build seventeen new theatres during the next six months. The first will open Xmas Day in Bakersfied and construction starts on the second tomorrow in Westwood. The latter is being constructed by the Janss Investment Company and is under lease to Fox.

•

Thirty Per Cent Of German Theatres Broke

Berlin.—Thirty per cent of all the theatres in Germany are broke and ready to close their doors. This is due to lack of good pictures and a general depression in every form of amusements.

•

"Tish" to Go On Screen

MGM has bought the screen rights to Mary Roberts Rinehart's "Tish" stories. No one has yet been named for the title role.

Publix, Fox and Others Considering Turning Some Houses Back to Old Owners---Personal Touch Needed

New York.—The producer-owner circuits are eating plenty of empty seats in theatres throughout the country and there is hardly a doubt that many chains taken over by the big fellows will revert to the original owners before many months have passed.

It has been found that a circuit can not be run from a New York office; that where a chain of houses formerly made plenty of money for their owners, these same houses have been managed to death by the New York office after they had been acquired, with the result that red ink is now at a premium in Broadway stationery stores.

The feeling is general around Gotham that Publix, Fox and Warners will start their dumping shortly after the first of the year.

Publix has been having plenty headaches with quite a few of its

(Continued on Page 3)

•

Loew's Receipts Down 15 Per Cent

New York.—Receipts in all Loew theatres for the twelve-week period ended November 23, amounted to $2,600,000. For the same period of 1929 the receipts were $3,078,184, showing a decrease for the present year of about 15 per cent.

The net for the year ended August 31, 1930, was $14,600,322, equal to $9.90 a share on 1,378,352, and to $9.65 a share on 1,413,573 shares of common.

Wire Services To Use Movie Gossip

Verifying the story printed exclusively in the first issue of the Hollywood Reporter September 3 to the effect that something like 8000 newspapers throughout the country would turn thumbs down on any free press copy coming from the motion picture studios in Hollywood, plans are now being made by the wire services to take care of the more important and interesting news from the film colony.

Associated Press, International and United Press have announced their intentions of establishing a gossip service from Hollywood, designed to do away with free press copy.

•

"King of Jazz" Makes Great Hit in Madrid

Madrid.—The Universal production, "The King of Jazz," opened here at the Callo Theatre and is a hit.

•

Medal for Warners

New York.—The Photoplay gold medal for the best picture of the year, awarded to Warner Brothers for "Disraeli," will be presented to Harry Warner with appropriate ceremonies at a luncheon today at the Ritz. George Arliss is the guest of honor.

•

"Royal Family" in Rivoli

New York.—Paramount has booked "The Royal Family of Broadway" into the Rivoli for an indefinite run.

•

Mayo Leaves For Here

New York.—Archie Mayo left for Hollywood today.

GERMAN GOVERNMENT IS OUT OF PICTURES

Berlin.—The German Government has sold its interest in the Emelka Company to a group headed by Herr Krauss and Albert Cohan, thereby closing its affairs in the production of pictures and the management of theatres throughout this country.

Emelka has been a headache to the Reichstag since the government stepped in and acquired control of the company, almost two years ago. The

(Continued on Page 2)

Bancroft in Person At the N. Y. Paramount

New York.—George Bancroft will make a week of personal appearances at the Paramount, starting Friday.

•

Sheehan Here Tomorrow

W. R. Sheehan is due to arrive here tomorrow after a conference with Harley L. Clarke in New York.

Get on a Good Thing And be represented in The Holiday Edition of The Hollywood Reporter, out December 22

Synopsis of play now available for motion pictures

"Half a Loaf"

A Comedy in Three Acts by

NOEL SCOTT

She is a daughter of the New World, wealthy, beautiful, spoilt. He is a cynical, humorous, happy-go-lucky artist of London's Bohemia. Penniless—and doesn't give a damn. She is sought for her fortune and loved for her wilful charm. Any eligible bachelor of two continents, titled or otherwise, might be hers for the asking. She wants HIM. And she has always had what she wanted.

Like a queen-consort, she offers him marriage. He laughs at her—a spoilt child in sad need of a spanking! She persists and he grows irritated. He is not for sale! She does not attract him. Young girls bore him. Further, his affections are otherwise engaged. In short, he will not marry her. Is that clear? Her eyes blaze. She stamps her foot. She loves him. And he shall marry her! He shall!

Next day she invades his disorderly studio, forcing the untidy woman artist, Margot, who loves him after her fashion, to trail worn mules and a hangover into hiding. It seems that Papa and Mamma are on their way to call the artist to account. Their daughter has tearfully admitted that the irreparable has happened—that the artist has taken advantage of her youthful passion to seduce her! Naturally Papa, though violently disapproving of penniless painters, will insist that he marry her now!

Her victim is first speechless, then furiously voluble. Before he gets his bearings, she has fled and the Philistines are upon him. The multi-millionaire is beside himself. He will listen to no explanations. The scoundrel must marry the innocent trusting child he has betrayed. The artist loses his temper. By God, he'll cure the chit of her infatuation! He WILL marry her! And he does.

It is a marriage in name only. The millionaire's daughter endures poverty cheerily, struggling to make a success of a piracy she feels justified by a very real love. She sits at home while her attractive husband goes his usual way, ignoring her. Then she changes her tactics, lives in a whirl of gaiety, chatters of her fascinating dancing partners, even insinuates that the baby garment she is really knitting for her mother's bazaar is destined to clothe the fruit of her passion for an alluring Spaniard.

The badgered bridegroom affects indifference. But for six months he has held this lovely and devilishly clever creature at arm's length and he knows he is slipping. He loves her, confound her, and resigns himself to admitting it.

But the girl learns of his liaison with Margot. She concludes, with a new humility, that she has wronged the other woman, that her daring scheme has failed. Pride induces her to cover her retreat by declaring that she is cured of her infatuation, an avowal that silences the confession of love on the lips of the artist.

Their happiness is heading for the rocks. The girl prepares to leave in her husband's absence. But, at the eleventh hour, chance and Margot intervene. And what the other woman has to tell brings the married lovers to each other's arms at last.

THE END

NOEL SCOTT,
M. R. C. S., L. R. C. P.,

author of the following plays:

The Rainbow, Produced London	1923
Hey Presto, Produced London	1924
The Odd Spot	1924
The Fairway	1925
The Broken Thread	1925
P's and Q's	1925
HALF A LOAF	1926
The Joker	1927
Shake Your Feet (part author)	1927
Dawn	1927
Love and Money	1927

Extract from the United States Copyright Law:

(Sec. 28) "That any person who wilfully and for profit shall infringe any copyright secured by this Act or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both, in the discretion of the court."

Regarding motion picture rights to above play apply to

Maurice Revnes, Ltd.

6744 Hollywood Boulevard
Hollywood, Calif.
HEmpstead 3188

PRODUCTION ACTIVITIES

This department is being conducted for the purpose of showing the comparative scope of production at all of the major studios on the Coast.

PARAMOUNT STUDIOS

Pictures in Production

"DISHONORED"—From an original by Josef von Sternberg and Daniel N. Rubin. Co-featuring Victor McLaglen and Marlene Dietrich, with von Sternberg directing. Cast includes Lew Cody, Gustav von Seyffertitz, Warner Oland, Barry Norton, Davidson Clark and Wilfred Lucas.
UNTITLED—From an Emerson Hough novel, with screen play by Grover Jones and William Slavens McNutt. Edward Sloman directing. Cast includes Richard Arlen, Fay Wray and Claude Gillingwater.
"NO LIMIT"—Original idea by George Marion, Jr., with Viola Brothers Shore and Salisbury Field on screen treatment. Directed by Frank Tuttle, with Clara Bow, Stuart Erwin, Harry Green and Norman Foster.
"FINN AND HATTIE ABROAD"—From Donald Ogden Stewart's novel. Screen treatment by Sam Mintz and Joseph L. Mankiewicz. Featuring Leon Errol, Mitzi Green, Zasu Pitts, Lilyan Tashman and Jackie Searl. Co-directed by Norman Taurog and Norman McLeod.
"LADIES' MAN"—From novel by Rupert Hughes. Screen treatment by Herman J. Mankiewicz. Lothar Mendes directing a cast that includes William Powell, Kay Francis, Carole Lombard, Gilbert Emery, Martin Burton and Olive Tell.

Features in Final Preparation

"THE WESTERNER"—By William Slavens McNutt and Grover Jones. To be directed by Edward Sloman. Starring Richard Arlen, with Mary Brian.
"NEW MORALS"—By John van Druten. To be directed by John Cromwell and starring Ruth Chatterton.
UNTITLED—By Ring Lardner and George S. Kaufman. Screen treatment by Henry Myers and Keene Thompson. Starring Jack Oakie, with Frances Dee and Jean Arthur. Directed by Edward Sutherland.

Features in Final Editing

"SCANDAL SHEET"—Screen play by Vincent Lawrence and Max Marcin, starring George Bancroft, with Kay Francis and Clive Brook. John Cromwell directed.
"THE RIGHT TO LOVE"—From the novel, "Brook Evans," by Susan Glaspell, with Zoe Akins on treatment. Directed by Richard Wallace and starring Ruth Chatterton.
"FIGHTING CARAVANS"—By Zane Grey. Screen play by Keene Thompson, Edward H. Paramore, Jr., and Agnes Brand Leahy. Directed by Otto Brower and David Burton. Featuring Gary Cooper, Lily Damita, Ernest Torrence, Fred Kohler and Tully Marshall.
UNTITLED—Starring Jack Oakie, from the story by Percy Heath. Dialogue by Joseph L. Mankiewicz. Edward Sutherland directing.

Goldwyn Dickers For Arlen and Maugham

New York.—Sam Goldwyn will see Richard Arlen and Somerset Maugham while in Europe in the hope of getting these writers to do originals for United Artists stars.

Goldwyn expects to close for at least ten plays or stories before he returns to Hollywood, in addition to getting new personalities for U. A. pictures.

Roger Marchetti To N. Y.

Roger Marchetti, Los Angeles attorney, has been appointed West Coast representative for the New York agents. He left last night for New York to confer with the agents and will be gone until January 1.

George Weeks Here

George Weeks arrived in Hollywood Saturday from New York. He will start production on his series of Thrill-o-Dramas, to be released through Sono-Art.

All UFA's in French

Berlin.—Ufa is making all its pictures in both French and German, with a few to be given English dialog.

Dietz Show Is A Broadway Smash

New York.—"Three's A Crowd," the musical authored by Howard Dietz, advertising head of Metro-Goldwn-Mayer, is a smash hit on Broadway.

Dietz is readying another for production in the Spring, tentatively titled "Lucky Seven."

Hess To N. Y. For RKO

Chicago.—Jack Hess, who has been handling the publicity for local RKO houses, is leaving for New York to handle the Mayfair theatre for RKO. He will also handle the national campaigns for RKO. George Brown succeeds Hess at Chicago.

New Studio In London

London.—A group has been formed to erect a tremendous studio just outside of London, with $600,000 already in the banks to start the work and additional money ready when needed. It will be a rental plant.

"Beggars Opera" Done

Berlin.—Production on the Warner German production of "The Beggars Opera" has been finished.

"Love Parade" Big Berlin Hit

Berlin.—"The Love Parade" has taken Berlin by storm. The picture got the greatest raves from local papers ever known for a sound picture and is doing a great business.

Another "U" Serial For The Roxy Theatre

New York.—Starting December 20 Universal's new serial, "Finger Prints," goes into the Roxy theatre, following "The Indians Are Coming," which has been playing that house. This makes the third serial Universal has played on Broadway this year.

Warshauer To Frisco

Allan Warshauer, publicity director for the local Paramount and U. A. theatres here, is being transferred to San Francisco where he will have charge of all advertising and publicity for the three Publix houses there. Gene Fox, now handling the affairs in the northern city, is being transferred here.

Lowell Thomas At Para.

Lowell Thomas, world traveler, who discusses world events each night on the Literary Digest radio hour, has been engaged by Paramount to explain a series of pictures taken during his travels to far places of the globe.

These will be released as the Paramount Pictorial series and the first will embody scenes of India.

Phillis To Hollywood

New York.—Chris Phillis, who came to New York to attend the showing of his picture, "Alma de Gaucho," has returned to Hollywood to start his next production. The Phillis Productions intend to produce in other foreign languages.

130 Under Soviet Plan

Leningrad.—The studios of Soviet Russia will make 130 features, 417 newsreels and 167 educational films this year, according to the plan laid out for them. These figures will increase by 35 per cent next year.

Rawles Int. News Head

International News Service has made a change in its Los Angeles bureau, with the selection of Wallace X. Rawles to replace Ben Mellon as head of this division.

New Spanish Co. Formed

New York.—A new company for the production of Spanish pictures has been formed by Ernesto Vilches, to be known as Ernesto Vilches Productions. John H. Auer will be in charge

EDWIN CAREWE SAYS:
"I am recommending your service to all who desire the assistance of your bureau."
INTERNATIONAL KINEMA RESEARCH
HE 8761 Hollywood Security Bldg.

Analysis Made Of Columbia Business

The Standard Statistics Company of New York in its analysis of Columbia Pictures Corporation says:

"Reports for first quarter (ended September 27, 1930) of fiscal year per share net income of $0.83. No comparison with same period of previous year is available. While company is not engaged in the exhibition of motion pictures, it is probable that a portion of pictures are leased on a percentage of box office receipts. Therefore, decline in theatre attendance during summer months partially served to restrict earnings. Recent consummation of contracts with Warner Bros., whereby latter will exhibit Columbia's entire output for 1930-31 season, affords outlet for company's productions in every key city and should result in greater eventual profits. Company has a similar contract with Radio-Keith-Orpheum Corporation."

Two Chains For Columbia

New York.—The C. B. Morse chain of eleven houses in New England has signed for the complete output of Columbia. The Crescent Amusement Company of Georgia has booked the Buck Jones series for its houses.

"Up and Up" Soon

Universal has shoved the starting date of "Up and Up" ahead of all other productions and will start shooting within the next three weeks. No cast or director has been selected yet.

Tradeviews

(Continued from Page 1)

ship or the Whitbeck angles for hitting the target. Maybe you would like to "cop" Frank's campaign, not only for "Morocco," but for every picture you will get with Marlene Dietrich as the star. For once you put her up where she belongs, she has the stuff to back up everything you say of her and the girl will be made in your town forever. It is that start that counts most, that initial work.

We are going to try to get Whitbeck's entire campaign on Marlene Dietrich to reproduce in the Reporter in the issue of December 4. If you are interested, watch for it. If we can't get it, we will advise you in this column before that time.

DICK POLIMER
Agency GLadstone 6159
Current Engagements
Franklin Parker
in "MILLIE"
Chas. Rogers Prod.

CHARLES GEORGE SAXTON
STORIES and DIALOGUE FOR RADIO PICTURES

THE Hollywood DAILY REPORTER

Vol. II, No. 16 Price 10c — TODAY'S FILM NEWS TODAY — Monday, December 1, 1930

FREE FAN PUBLICITY

TRADEVIEWS
by w. r. wilkerson

PARAMOUNT'S "Morocco" is selling out at the Chinese theatre in Hollywood. And this is no press yarn, it IS selling out. There have been a few vacant seats at one or two matinees, but very few. Every night performance, including the midnight show Saturday night, has been crowded to capacity, and the first week will probably better a $35,000 gross, which is a lot of money in this day.

The picture itself is good entertainment for the sophisticated, but we have our doubts regarding its value in Ft. Wayne and Oskaloosa. But the high-hats and low-brows alike, of this section of California are crowding the Chinese, and why?

•

WHAT, ask you, is the cause of this unusual business in the dullest period that pictures have ever known? Our answer is Marlene Dietrich. Not because the fans have seen this girl before and want to see her again, because this is her first American screen appearance; but because Frank Whitbeck, advertising head of Fox West Coast, SOLD California on a desire to see and hear Dietrich with one of the greatest outdoor and newspaper campaigns it has ever been our good fortune to see.

Whitbeck created an audience for "Morocco" in creating a desire for the Chinese theatre patrons to see Marlene Dietrich. He billed her like a circus with a campaign that absolutely cried BOX OFFICE. He made of her one of the most unusual persons that has ever been screened. He shot from every angle and hit the target with every shot. With this first shooting Marlene Dietrich was boosted from an absolute unknown to a star of the first rank, days before the public ever had a chance to get a look at her.

•

BOYS—that's showmanship. That's what it takes to put this business back on its feet. That's the type of work our industry is crying for.

What Whitbeck has done with "Morocco" you can do. Maybe you have not got the Whitbeck showman-

(Continued on Page 3)

Brave Gal, Peggy

Whatever else you may say of that Peggy Joyce gal, you can't deny she has courage. She's coming back to the screen and Universal will star the orchidaceous lady in "Lady of the Orchids."

Consol. Labs In Tiffany Finances

Hollywood hears that Consolidated Film Laboratories has closed a deal with Tiffany Productions that will provide for Consolidated to finance a group of pictures for the organization. Also all the Tiffany printing and developing will be handled through the labs.

•

Stallings At Multicolor

Charlie Stallings, Caddo production manager, who has been out with "Hell's Angels" road show for Howard Hughes for the past five months, has returned and been assigned by Mr. Hughes to handle the completion of Multicolor's new $2,000,000 laboratory in Hollywood, pending further production plans with Caddo.

COMMERCIAL HOUSES MUST BUY STAR NAMES

Among the many major issues to be taken up at the January meeting of Will Hays with the motion picture producer body will be that of establishing some definite procedure on the present indorsement problem that exists within the industry. Film players, executives and directors are being constantly approached to lend their names for the indorsement of merchandise that may later be advertised and sold on the strength of these indorsements.

In analyzing the value of this practice, the producers have discovered that the manufacturer is getting the best of the deal, no matter from which angle one may look at it. The

(Continued on Page 4)

MGM Hogs Space In Major Fan Publications With Para. And First Nat. Next---Magazines Big Aid

In a survey just completed by this publication of the six leading fan magazines, covering different periods of 1930, the figures show that Metro-Goldwyn-Mayer has hogged most of the free space allotted, with Paramount and First National running second and third

The magazines checked have a combined circulation estimated at more than 2,500,000 a month, as follows: New Movie, 800,000; Photoplay, 600,000; Motion Picture and M. P. Classic combined, 500,000; Screen Play, 300,000; Screenland, 250,000.

The check in square inches is as follows: Metro - Goldwyn - Mayer, 43,349¼; Paramount, 31,693½; First National, 22,968; United Artists, 12,490½; Fox, 11,407½; Dadio Pictures, 10,399; Warners, 10,171¾; Universal, 7817¾; Pathe, 6337.

The value of this free space given

(Continued on Page 2)

Roxy Home; Gets Parade

New York—Samuel Rothafel, Roxy to us, arrived back in New York yesterday from his European trip and was met at the dock by the entire Roxy gang, plus band and everything. There was a parade to the Roxy theatre and a big party staged for this master showman.

Fox Will Produce In Berlin Studio

Berlin — Fox will make all its German pictures in a studio in Berlin. The deal has not been closed for the studio, but German production will be centered here for pictures for all of Central Europe.

Fox will take successful American pictures, give the script German treatments, and produce them here.

•

"Mothers Cry" In N. Y.

New York. — First National's "Mothers Cry" follows "Life of the Party" at Winter Garden Thursday.

Hughes Sticks At Criterion-Gaiety

New York. — Although both the Criterion and Gaiety theatres are plenty in the red every week now with "Hell's Angels," Howard Hughes refuses to relinquish either house, evidently intending to force the run until the expiration of his lease on February 15.

Paramount has tried to take back the Criterion, presumably for "The Royal Family," but Hughes won't move out. Tickets for the Gaiety are on sale at Joe LeBlang's cut-rate emporium. LeBlang's help may keep the Gaiety even until lease expires.

•

Five Pathe Are Set For Runs In London

London.—Five Pathe productions are set for runs at either the Capitol or the Dominion, both West End houses.

"Her Man" and "Pardon My Gun" will play the former house, while "Swing High" and "Night Work" go to the Dominion. "Big Money" will play one of the two theatres.

•

Paramount Shelves German Pictures

Berlin. — The eight German pictures made in the Paramount Joinville studios have been shelved and will not be released. They were privately screened here and the invited audience laughed them back into the cars, bound for Paris.

•

Al Mannon To N. Y.

Al Mannon, Tec-Art studio official, leaves for New York tomorrow to close an important film deal.

"SOCIETY GOES SPAGHETTI"—RKO-RADIO
"Excellent balance for a dud feature."—M. P. News. Directed by Mark Sandrich

The Hollywood Reporter Daily

W. R. WILKERSON.....Editor and Publisher

William R. Swigart, Managing Editor
Executive Staff: Larry Urbach, General Manager
Frank T. Pope, News Editor

Executive and Editorial offices, 1606 North Highland Ave., Hollywood, California. Telephone HOllywood 4741

New York office No. 110 West 40th Street
J. A. Milligan, New York Manager

Chicago office, 6 No. Michigan Ave.
Daryl Doran, Chicago Manager

London office, 80 Wardour St. Paris office, 40 Rue Vignon. Berlin office, 83-84 Mauerstrasse.

Published and Copyrighted by the Wilkerson Daily Corp. Printed by Reporter Press, Inc. Ltd. Subscription rates including postage per year United States and Canada, $10.00; Foreign, $15.00; single copies 10c.

FILM COMPANIES GET SHORT WAVE CHANNELS

Washington.—The picture producers have finally secured from the Federal Radio Commission the short-wave radio facilities for which they have been asking for some time. The commission has provided three short wave channels for their use.

These radio facilities will speed up the work of production when companies are on location at inaccessible points. They will permit of necessary corrections being radioed to these companies while they are still out, thus saving much time and expense.

The commission has also set aside one channel to be employed when radio telephone communication is used.

●

Ambassador Studio Going Out of Business

The Ambassador studio, one of the oldest landmarks in Culver City, is about to pass out of the picture. The owners of this property are now demolishing the buildings and placing the property up for sale.

The studio was built in 1917 and retained its open stage policy up to the present time. No effort was made to equip it with closed stages or to sound-proof it for recording, yet up to a year ago it was the base of operation for many independent producers making outdoor Westerns.

●

Raymond Shrock To Write "Steel" for "U"

Universal has engaged Raymond Shrock to write an original story and treatment, based on the romantic side of the steel industry, which will serve as Arthur Ungar's initial production for this company.

The story will bear the title "Steel," and will have Lew Ayres in the star role. It will be made as a special, with production slated to start some time in January.

New Warner Building Opens January First

New York.—The new Warner building on Fifty-fourth and Fifty-fifth streets, between Eleventh and Twelfth avenues, will be opened about January 1.

It will house the Brunswick Radio division and the foreign departments of Warner-First National, also the Continental Theatre Accessories and the accounting and shipping departments of the music subsidiaries.

●

Ripley Short in London

London.—The first of the Ripley "Believe It or Not" Vitaphone Varieties had its initial showing here at the private theatre in Warner Brothers offices before the Infantas Beatriz and Maria Christina, daughters of the King of Spain, and the Marchioness of Carisbrooke and her daughter. The Spanish princesses were especially pleased.

●

Ostrou To Produce

Lou Ostrou, connected with MGM for the past two years as film editor, has left that organization to become an independent producer of novelty cartoon subjects for MGM release.

●

"Dirigible" Nearly Done

"Dirigible," Columbia's special which has been in production several months, will be completed about Christmas. Miniature work on this cost more than $100,000. Ned Mann was chief technician.

●

Luci's Art Exhibit

Luci Ward, secretary to Bobby North at First National, is staging an exhibition of her exotic impressions in watercolor and black and white at the Roosevelt hotel, beginning tonight and continuing until December 10.

Western Electric Wins Texas Suit

San Antonio.—Federal Judge West of the United States District Court for the Western District of Texas, has handed down a decision favoring Western Electric in the suit brought by the Aleograph Company for infringement on their patent, number 1,494,514, which covers standard theatre sound equipment.

The point in question in this suit was a mechanical connection between the turntable and the film projector in sound picture reproduction.

●

Two Leading Women For John Gilbert

John Gilbert will have two leading women, Anita Page and Leila Hyams, in "Gentleman's Fate," the Ursula Parrott story in which he is to be starred by MGM. John Miljan, Louis Wolheim and Marie Prevost are in the cast, with Mervyn LeRoy directing.

●

To Make "Radio Robots"

Ned Mann, technical director and supervisor of the miniature settings for Columbia's "Dirigible," is now planning to make a series of "Radio Robot" pictures, after completing one. These subjects, like other novelties made possible through the talking screen, are done with miniature backgrounds and the employment of animated statuettes which talk, sing and dance. Series will be made for the independent market.

●

Artist Will Play One

Francis Palmer Hilton, who draws for Vanity Fair, Cosmopolitan and other magazines, has been signed for the role of an artist in "The Easiest Way," in which MGM is starring Constance Bennett. His scenes consist of drawing ad pictures with the star posing for him.

●

Cantor Back In April

New York.—Eddie Cantor denied on his arrival in New York that he would do a stage play. He said he would remain East until April, then return to Hollywood for his second picture with Sam Goldwyn.

●

Warners Get Two In Ohio

Cleveland—Warner Brothers have bought the Capitol, in Elyria, from John Perkins, and the Cinema in Cleveland. The latter is being closed for remodeling and will be opened under the name of the Lake theatre.

●

Oakie Starts Soon

Production on Jack Oakie's next starring picture, based on "June Moon" will start at the Paramount studios here within the next two weeks. Edward Sutherland will direct.

THE LOWDOWN

Hollywood Portrait No. 9.—He is a director. He is not young. Several years ago he was on top. Then he dropped—artistically and financially. He and his company owed and still owe plenty. He was "out" for years. About six years ago he made a big comeback. Good pictures. Still going strong, and a great picture coming. He is human dynamo. He is sarcastic. Fiery-tempered. Drives those who work for him. He never tires. He plays as hard as he works. He is very impressed with himself. He loves his wife. He loves his sweetheart, too. But most of all, he loves himself. He gets up in the middle of the night to go for a swim. He can hold plenty firewater. He does. He can be jolly—but not humorous. He has the energy of a young boy. He uses it—and how!

●

The director who made two of the best shorts of last year, both in quality of production and gross business, has been knocking at the doors of the studios with but little notice. "Black and Tan" and "The St. Louis Blues," released by Radio Pictures, written and directed by Dudley Murphy, were gems. A director who has such ideas and is able to put them on the screen at a reasonable cost, should have no trouble in getting set. But Hollywood is Hollywood and it still turns out a lot of terrible pictures.

●

A pretty thorough canvass of the feminine and masculine social contingents of Hollywood reveals the fact that if an "Unpopularity Contest" were staged here, the wife of a director recently arrived, would surely win it, with a female writer of stories and books as runner up.

●

Paramount has selected the plant of the Illustrated Daily News as the setting for the newspaper office scenes in "Scandal Sheet," George Bancroft's current picture. Hope the evening papers won't feel that unjust discrimination is being shown.

Metro Leads In Amount Of Free Fan Publicity

(Continued from Page 1)

by these and other fan publications is beyond estimate, in that better than 50 per cent of all people going to motion pictures see at least one fan magazine once a month. The publicity given the companies, the players and all persons connected with the industry is one of the main foundations of motion pictures, feeding to fan readers material which develops a ticket sale at the box office of every theatre throughout the English-speaking nations.

Good fan material is more important to the magazines themselves than to the company for which it is run, for, without stories and pictures of sufficient reader value, circulation will suffer.

It is estimated that the cost of running the publicity departments of the various major organizations, both in Hollywood and New York, is more than $1,750,000 a year in salaries alone, with more than $1,000,000 expended in photographs, printed material and mailing.

Below is printed a table of the magazines checked, the issues, and the gross space in square inches.

	Issues Chkd.	MGM	Para.	First Nat.	U. A.	Fox	Radio	Warners	Universal	Pathe
New Movie	Jan. to June	9515¾	8677¾	3401¼	2220	2296¾	1389	2092½	1161	649
Photoplay	Jan. to June	6795½	4489¼	2446	1663	1784¾	403	386¾	1101¾	675¼
Motion Picture	May to Nov.	5114	6024	2838	2940	1409	2481	1828	1620	931
M. P. Classic	Jan. to June	3711¾	3371¾	4149¾	1335½	1802½	854	1199	1949	1652
Screen Play	June to Dec.	8378	1846	4097	1301	1999	3663	2190	948	1108
Screenland	July to Jan.	9835¼	7284¾	6036	3031	2115½	1609	2475½	1038	1321¾

Will Demand Cash For Commercializing Stars

(Continued from Page 1)

producers will spend millions to make the name of a certain film star a household word throughout the world, and the manufacturer of corn plasters will step in and take this name to exploit his wares.

His argument will be that he will guarantee to spend $2,000,000 in newspaper, magazine and radio advertising in which the name of the star will be the chief attraction. It will be the chief attraction for the corn plaster manufacturer and a detriment to the star, as this sort of advertising does not sell the star's product or help in any way at the box office. Also it places that star in a position where she or he is expected to indorse every product that comes along.

A well known screen figure may consent to have her name used in connection with using Ginsberg's perfumed soap, only to find that her name and picture are printed in national magazines and in newspapers with 30 other beautiful actresses, who are comparatively unknown and have only played bits or extras.

Prominent screen names are also being used to overcome sales resistance by local tradesmen of all description. If a star should happen to buy a De Broux automobile, the whole sales force of that organization is drawn into a huddle and instructed to play upon this name as being the proud owner of a De Broux. They will insist on the star posing with her new car, with thousands of prints made from this picture distributed throughout the entire sales force.

Tailors and gown makers will play on the names of the stars if they happen to be so kind as to patronize them. Swanky restaurants, catering to the tourist trade on the strength of motion picture patronage, will charge $4 for a $2 dinner and expect the screen people to pay the same rate when, in reality, they are responsible for the drawing power of the restaurant.

The only solution of the indorsement problem is for the producer body unanimously to agree on a set price, based on the drawing power of the stars, and charge each indorsement seeker accordingly. The Fox studio has been practicing this policy for some time, discouraging at all times the indorsement of any product that has no bearing on its own.

As for radio broadcasts, such requests are turned over to the casting office and handled in the same manner as another producer wanting the services of a certain actor or actress. If the company sponsoring the broadcast is willing to pay and it is agreeable to the player, the deal is consummated, otherwise no.

●

Ben Goetz Due Tomorrow

New York.—Ben Goetz, vice-president and general manager of Consolidated Film Labs., left New York Friday and is due here tomorrow.

PRODUCTION NOTES

Julian Josephson has completed the screen treatment of "Platinum" for the James Cruze Productions. Walter Lang will direct and Lola Lane will play the lead.

●

Dorothy Janis, who just returned with the Harry Garson troupe from Borneo, has been assigned a role in "Many A Slip" for Universal.

●

Charles Murray and George Sidney have returned to Universal, where they will resume the making of two reel comedies.

●

Slim Summerville and Eddie Gribbon began work on their sixth two-reel comedy in the Slim Summerville series for Universal.

●

Dorothy Peterson added to cast of "Fires of Youth," starring Lew Ayres for Universal. Monta Bell directing.

●

Noel Francis, former Ziegfeld beauty, has been signed by Radio Pictures.

●

Nancy Kelly, Joan Castle, Frances McCoy, David Rollins and William Collier, Sr., to "Girls Demand Excitement," at Fox, with Seymour Felix directing.

●

Tom Tyler will be starred in "West of Cheyenne," the next Webb-Douglas production for Syndicate release.

Radio Very Busy On Improvements

Anticipating an enlarged production schedule for 1931, thirty or more construction and improvement jobs are under way or planned for the immediate future at both the Radio studios and its location ranch at Sherman Oaks.

The major work includes a complete water and sanitation system at the ranch, streets and sidewalks being paved, culvert and bridge building, and 25,000 square feet of lawn being planted for use in the current Wheeler-Woolsey comedy, "Assorted Nuts."

●

Swedish Picture O. K. In Germany

Berlin.—The first Victor Seastrom picture, "Fathers and Sons," had a successful opening in Berlin and looks to be O. K. for all of Central Europe. The picture was made in Stockholm.

●

Warners Book Maynards

New York.—The Ken Maynard Westerns, produced by Tiffany, have been booked to play Warner theatres in Virginia, West Virginia and Maryland.

●

Rosensweig Here

Charles Rosensweig, general sales manager for Radio Pictures, is in town, conferring with Joseph I. Schnitzer and studio officials.

I'll Take Vanilla!

Hook, Line and Sinker

Pretty weak stuff to expect Wheeler and Woolsey to bolster up. They struggle manfully through the picture to make it funny, but the lines they have been given spoil the effect. The dialogue distinctly suffers from old age and has not been sufficiently gagged to give it a new lease on life.

The actors and director have tried hard, but they have been very much handicapped by lack of new material. The story is strictly according to formula —a musical comedy plot, minus music, and with comedy that has seen enough active service to be retired until it can advance behind better lines.

The Hollywood Reporter.

Hook, Line and Sinker

This story is full of story and situation laughs in addition to the riotous behavior of a remarkable comedy cast, and in genuine Thanksgiving spirit may I remark that there is not a song or a dance in the picture. "Hook, Line and Sinker" is a fast, riotous moving picture—not an attempted mixture of movie and musical comedy.

Eddie Cline, the director, boosts himself into the top ranks of comedy directors with this picture. Story by Tim Whelan, and dialogue by Ralph Spence and Whelan excellent to type.

Guaranteed money-maker and extra week draw. Thrills like Harold Lloyd films and laughs like Marx Brothers riots.

—The Daily Screen World.

My Favorite Critic Is The Box Office

TIM WHELAN